SCHOOL OF BUSINESS ADMINISTRATION
Boston University

PRINTERS' INK

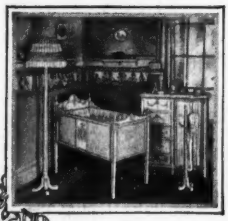
Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. XCIX NEW YORK, APRIL 12, 1917 No. 2

Publicity
for Exclusiveness



By using copy and layouts as consistently dainty as his product, Ed. Jansen has made his advertising felt to good purpose through the high-class publications.

The name Jansenware today stands for the most exclusive things in nursery furnishings and represents all that is most desirable in the essentials as well as the luxuries of the boudoirs of babydom. Jansen publicity proves the possibilities of connecting a high-class product with the buying public at small expense.

We have had the privilege of handling this account from the beginning.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA
NEW YORK BOSTON CHICAGO

To the Men with EYES THAT SEE

When prices began to jump after the war broke out, the **manufacturer** was the first to benefit.

He had his raw materials bought or contracted for at before-the-war prices; his labor costs were on a before-the-war basis.

Every advance in price was "Extra dividends or surplus."

* * *

But as demand increased, raw materials and labor costs began to rise.

The big profits began to be transferred from "manufacturer" to "primary producer."

* * *

We mention these facts for the benefit of the man who has "Eyes that see."

The farmer is one of the primary producers of the necessities—not of death, but of life.

Since the farmers of Europe have largely cut down their production, the American farmer must supply the deficit created. And, of course, decreased supply by natural laws means increased price. You have observed that the food riots are confined to the big cities.

Since this is addressed to men who see, we will say no more except that Standard Farm Papers offer either national or local circulation.



THE STANDARD FARM PAPERS ARE

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1870

Wallaces' Farmer
Established 1895

Progressive Farmer
Established 1886
Birmingham, Raleigh Memphis, Dallas

The Wisconsin Agriculturist
Established 1877

The Indiana Farmer
Established 1845

WALLACE C. RICHARDSON, Inc.
Eastern Representatives
381 Fourth Ave., New York City

GEORGE W. HERBERT, Inc.
Western Representatives
Conway Building
Chicago

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCIX NEW YORK, APRIL 12, 1917 No. 2

Stretching the Seasonal Seller Into a Year-'Round Appeal

Based on an Authorized Interview by H. A. Beers, Jr., with

Alfred C. Gilbert

President, the A. C. Gilbert Company, New Haven, Conn.

DURING the Olympic games in London in 1908, an American medical student, with the aid of a pole, vaulted the bar for a world's championship. Previous to that he had twice smashed the world's record for this event. At present he is amateur wrestling champion of his weight in this country. Last year this same athlete, a graduated M. D., sold around $1,400,000 worth of toys and by-products into the marketing of which he injected $140,000 in advertising.

An all-round athlete, A. C. Gilbert gained his athletic record by specializing along one line of sport, making it a subject of constant study and training to better himself in that direction. Taking up the manufacture of toys in preference to practicing medicine, he has concentrated on toys that bring into play considerable thought, study and practical imagination by the youthful consumers. This has necessitated the development of some extremely interesting and unusual merchandising and advertising plans. To-day he is reputed to be the largest toy manufacturer in the country, if not in the world. Undoubtedly he is the greatest toy advertiser in the world, batting no eye-lash at the thought of double-page spreads in colors in the highest-priced advertising mediums. He started in business less than seven years ago with a capital of $1,200, saved from money earned while working his way through the Yale Medical School. To-day he is president of the Toy Manufacturers of the U. S. A.

The Gilbert business, beginning with Mysto Magic and accumulating on the way Erector and Briktor model toy building outfits, electrical and wireless devices and other articles to be mentioned later, typifies to the writer an element in selling that seems to be exerting an increasingly vital influence on business nowadays. That is, an appreciation that the relationship between maker, retailer and consumer does not stop short with each actual transaction, but that it includes an element of mutual interest long after the transference of ownership takes place. Some call it service. It is the sort of arrangement that actuates the Beaver Companies to maintain special departments of planning and design; to educate the carpenter and builder in the best use of their products; to extend through the builder and dealer to the consumer their advice and experience in order to bring about mutual satisfaction for all concerned, both before and after the actual sale of the commodity. It is much the same idea that moves Kops Brothers to go to considerable pains and expense to educate the retailers' clerks in the art of corsetting, to the end that customers will be properly fitted and satisfied. It is primarily a selfish idea, but a selfishness whose vision is not introspective. The customer is also primarily

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and supremely selfish, and it is the end of selling to satisfy most of all this end of the transaction.

The A. C. Gilbert Co. is a one-man concern. Its president is a man scarcely started in his thirties. He had to work his way through college. He had developed considerable reputation as a sleight-of-hand magician, and as word of his skill in this direction spread, he was greatly in demand at church or home entertainments, where he soon came to command good fees, as large as $50 or $75 for an evening's work. This reputation was not local. When he had time — vacations, etc.—he traveled vaudeville circuits all over the country, and his name was among the best-known of the sleight-of-hand "professors." He used to give classes in the art, but, as he explains it, found that his pupils lacked the necessary patience to master the legerdemain of the trade. So he used to invent simple devices and mechanical tricks which they could perform easily with comparatively little practice. These filled the bill and gave the amateur parlor entertainer a rounded programme for an evening hour or so.



ALFRED C. GILBERT

When he was graduated, Gilbert faced the option of becoming a doctor, for which he had studied, or else he could continue his career as a magician, which he had found lucrative and in which he had gained a wide reputation.

He had seen enough in his capacity as a teacher of parlor magic to appreciate that there might be a market among the legion of amateur entertainers, youthful and otherwise, in this country for such simple tricks as he had devised. From his earnings he had banked about $1,200. With this capital as a starter he made an arrangement with a man who had a small factory in Westville, a suburb of New Haven, to make his trick outfits, while he did the traveling among the department, hardware and toy stores. He did not start out absolutely cold. His name as a magician usually gave him an entree, and in his travels he had met many of the toy buyers. This made it possible for him to secure demonstration privileges, and the announced fact that Gilbert was to give an exhibition of parlor magic proved to be a mutually beneficial arrangement for a store and the manufacturer alike. Between Thanksgiving and Christmas he was kept busy giving these demonstration performances.

In this way the Mysto Manufacturing Company was started. To-day, as a part of his whole business, he has a staff of trained demonstrators of magic alone, giving these performances all over the country during the holiday season.

TAUGHT BOYS TO DO THINGS THE "GROWN-UP" WAY

In selling these toy trick outfits Gilbert has recognized and made use of a side of boy nature in a way that he has carried out in the case of all later additions to his line. It is a size-up that has stood him in good stead, and to which

DIVIDED BY MORE THAN A BORDER

CANADA of the Canadians lies just beyond our borders, but it is as much a foreign land as England. Its customs are Canadian—its methods are Canadian—its business life is Canadian.

Several years ago we discovered that we could not give our clients who advertise in Canada our kind of service without a more intimate knowledge of the country. So we organized The H. K. McCann Company, Limited, and learned Canada first hand. The experience has been of great value to us and to the manufacturers we serve.

It is not necessary that we handle your American advertising in order to serve you in Canada. We will gladly co-operate with your American agent.

The H. K. McCANN COMPANY
61 Broadway New York City
Cleveland San Francisco

IN CANADA:
THE H. K. McCANN COMPANY, LIMITED
56 Church Street, Toronto

he attributes a large measure of his toys' success. This is, that the growing boy possesses an intensely practical imagination. In all his play he strives to make his games an accurate—we won't say imitation—but pattern of the grown-up way of doing things. Play seems to have been growing more practical in recent years: to be built on a basis that takes into consideration the eventual development for which it prepares the way. The Boy Scouts are a great step in advance of the Boys Brigade of the nineties.

In all the development of his toys Gilbert has leaned heavily on



A TYPICAL GILBERT ADVERTISEMENT—FILLED WITH TEXT AND A LARGE ILLUSTRATION OF ONE OF THE MODELS

the side of the educational. He has not put it to the boys too much in that light, however. Rather his appeal has been keyed on "the fun of doing actual things the way real men are doing them" —"the play that wins."

To go with his tricks, then, he offered something more than plain instructions on how to perform the various devices. He printed a carefully prepared manual with instructions on how best to carry them off for a consecutive entertainment. The appeal to the practical is best portrayed in these quotations, from a recognized expert, remember, to the novice who aspires to become expert himself.

"When I was a young fellow I was very much interested in this subject and acquired so much skill at it that I frequently gave entertainments, and my services became in demand at a substantial fee. I believe that anyone who learns how to do these various tricks with facility and who gets some practice in appearing even before a small audience will be greatly benefited, as you will acquire after a bit of practice a poise and smoothness which will stand you in good stead. Later on, if you should take up professional work or become active in public life, you may be required to address audiences. I know it was of considerable help to me, and since those early days I have not hesitated to speak before a very large assembly, and because of that training have been able to say something to them which proved interesting and entertaining to them."

Here is a good practical appeal. This is from only the introduction, however. There follow two pages of advice to young entertainers with hard-pan tips such as "don't be mysterious"—"every trick must bring a laugh"—"rules for 'patter'"—etc. Under the caption "Never expose a trick," this warning is sounded: "You will, of course, always be asked 'how is it done?' 'How do you do it?' etc. It sometimes may be hard to resist the temptation to tell the secret, but you will be sorry if you

Do you want concentrated circulation?

You can get it in Brooklyn.

97% of the Standard Union circulation is within the borough of Brooklyn.

Read the "A. B. C." Report and verify this and other facts about "the home paper of the home city."

Six Years Ago Needlecraf
Today It Has More Tha

The first issue of NEEDLECRAFT appeared in September, 1909.

Its purpose was to give to the small-town woman a magazine containing authoritative editorial matter on the three subjects in which she is most interested—fancy work in all its phases, home dress-making and millinery, and household helps—at a popular price.

Political, social, religious and moral subjects, all of which are kaleidoscopic in character and which change according to time and geography, thus causing wide fluctuations in the circulation of magazines devoted to them, were left to other publications.

NEEDLECRAFT'S mission was one of PRACTICAL SERVICE, the need for which will last as long as a longing for home life and home building exists in human hearts.

No better evidence could be submitted to prove that it has fulfilled this mission and that it has earned a place among real, worth-while publications, than the figures on the following page which show the marvelous growth of NEEDLECRAFT'S circulation.

No better evidence could be submitted to prove its value to advertisers of good goods who need consumer-demand and dealer influence in America's Greatest Market—towns under 15,000.

Needlecraft Pu

ROBERT B. JOHNSTON, Western Manager,
Peoples Gas Building,
CHICAGO

1 Madison A

WILL C. I

ad Only 100,000 Subscribers.
NE MILLION. Why?

	Started
September 1909,	
July 1910	100,000
March 1911	200,000
November 1911,	300,000
January 1912,	400,000
October 1913,	650,000
March 1914,	750,000
June 1915,	850,000
July 1916,	1,000,000
Average for year of 1916, (Auditor's Report)	1,315,031

NEEDLECRAFT is merchandised, the same as shoes, clothes, corn flakes, or any other staple article. It clubs with no other publication, gives no premiums to subscribers, pays no discounts to subscription agencies, conducts no "popularity," "guessing," or other contests, has no paid canvassers and gets the FULL PRICE for every subscription accepted.

No more substantial circulation is possessed by any magazine published, regardless of class or creed. Write for any special information you may need. Rate $4 per line. Forms close 15th of second month preceding date of publication. Member Audit Bureau of Circulations.

Pushing Company

on A[illegible], New York

C. I[illegible]tising Manager

CHAS. DORR, New England Manager,
6 Beacon Street,
BOSTON, MASS.

do tell. A trick is not a trick after it is known. The minute you tell the secret you have lost just that amount of entertaining material."

(In this latter please observe market-protection propaganda. A general exposé of the tricks would, to some extent, gradually weaken the appeal.)

More than this, however, at the end of the book is a complete talk, a running fire of "patter," so necessary, as Gilbert explains, for the young performer to learn by heart, and long enough in conjunction with his programme for an hour's entertainment. All directions for staging and carrying out the act are made very explicit, even to the fee that should be asked. Coming from a man with a reputation in this line, who had managed such matters very successfully himself, the extra appeal is obvious.

These outfits sold at anywhere from 75 cents to five dollars. Puzzles were also added to the line. Gilbert himself, as explained, would demonstrate the tricks, but as the season was considerably cramped, he had to confine his personal efforts to the larger stores. At the same time, the value of the demonstration as a sales factor being established, he used to develop, so far as possible, one of a store's salesmen as a demonstrator, a practice which has proved its value and importance in selling the other toys added subsequently to his line. To-day he employs a professional magician to take active personal supervision of this branch of the business.

NEW PRODUCT, WHEN SALES OPPORTUNITY FOR "MYSTO" GREW LESS

After a year or two, despite a modest success with his magic proposition, he foresaw an approaching point of saturation so far as this one line was concerned. In 1911 sales of Mysto Magic totalled $37,272; in 1912, $59,000. At the same time, he possessed a valuable and extensive acquaintance with the toy field, which offered broad latitude for cultivation. In 1913 he brought out Erector, a construction toy on which he holds certain patents—namely, the exclusive right to a four-sided toy steel girder. The parts are many, including flat steel girders from which can be fashioned the square girder; all shapes and sizes of perforated plates, angle pieces, pulley wheels, gear wheels, shafts, etc. The best idea that can be given of the possibilities of the toy is that a boy, with the aid of a toy motor, made a working model of one of the Panama Canal locks.

With the launching of this toy he started advertising, and with it came immediate success. How this has spread, his parallel advertising and sales records bear witness. In 1913 the advertising appropriation (for the whole line) was $12,000, the sales $147,000—sales being less than those of competitors making similar toys. In 1914, on an advertising appropriation of $47,000, sales were $354,000. In this year the line represented more parts; the increased quantity allowed a somewhat greater margin to dealer and jobber, and meant a larger decrease in manufacturing and selling costs.

"The increased advertising," said Mr. Gilbert, "was a small factor when compared with the great saving in manufacturing and selling costs."

In 1914 sales were about equal to those of all competitors, according to the company's records, the basis for determining which will be explained later. In 1915, for advertising, an appropriation of $124,000 was invested, and sales totalled $700,000; more than all competitors put together.

"The advertising expense was still a small factor," said Mr. Gilbert, "as compared to the great saving in manufacturing and selling cost, due to large quantity purchases and manufacture.

In 1916, with an advertising investment of $140,000 (about $16,000 more than the previous year) sales were around $1,400,000, or double those of 1915. The addition of new features to the line, however, explains to some extent this sales increase.

(*Continued on page 154*)

THE MAN WHO BUYS



IN more than 10,000 offices in the U. S., representing in capital more than $15,000,000,000, the above is typical in this respect—while numerous papers, circulars, etc., daily come and go, one reference book stands in front of the buyer every day in the year. At any moment it gives him the sources of supply for anything he wants. It is the first thing he consults—usually the only thing. Likewise the foreman, superintendent and all others having to do with ordering go to it for information.

Descriptive and other advertising matter omitted therefrom will almost surely miss attention in these 10,000 large concerns at the most important moment, *i. e.*,—the moment when they are in the market. Cost per year only a fraction of the expense in weekly or monthly issues. Audit Bureau of Circulations report upon request.

Thomas Publishing Company

129-135 Lafayette Street, New York City

BOSTON	CHICAGO	SAN FRANCISCO
Allston Sq.	20 W. Jackson Blvd.	311 California St.
Tel., Brighton 1490	Tel., Har., 2366	Tel., Sutter 4604

LONDON, 24 Railway Approach

SHANGHAI, CHINA, 3 Canton Road

We hear much talk about Dominance—

The only magazine that can exert a dominant influence in the home is the magazine that is *preferred* in the home.

No publication that comes in through the back door, or plays second fiddle to a set of books, or depends upon artificially forced sales to get circulation can possibly be regarded seriously as a dominant advertising medium.

If people do not want a magazine badly enough to buy it at the full price, and on its merits, there must be a good reason.

Usually, the reason is *because they like some other magazine better.*

The *preferred* magazine in the home, therefore, secures for the advertiser an inside track, as it were, to the reader's attention.

This is the service that Cosmopolitan renders in 1,175,000 homes.

When Cosmopolitan's price went up to 20c its circulation went up. There is still a wide range of magazines at 10 and 15 cents to choose from, but people *prefer* Cosmopolitan at 20c.

—because they think it is worth more.

This statement would have little significance if only *few* people showed this preference for a 20c magazine. But the public paid *$173,000* to news dealers for 865,000 copies of the current issue of Cosmopolitan (largest news-stand circulation in the world). It is this testimonial from the public that makes Cosmopolitan a vital factor in the plans of every great national advertiser.

The manufacturer who hopes to dominate in his line, should give serious consideration to this most direct route into 1,175,000 of the best homes in America.

Wherever prominent and prosperous people are found in great numbers—in the high-class residential suburbs, in the great city hotels, at the big summer and winter resorts—you will always find Cosmopolitan the *dominant* magazine. It is particularly among people of this class that the preference for Cosmopolitan is most emphasized.

Cosmopolitan's many investigations among its readers have clearly brought out these facts. Investigations by advertisers among their own customers have corroborated them.

Cosmopolitan's 1,175,000 circulation represents the desirable prospects that are the most sought after by merchants and manufacturers in every field. It is good business strategy to *dominate* in the magazine of their first choice.

--the magazine for which they pay the most.

Francis R. Wolfgang



WALDEMAR KAEMPFFERT
Automobile Editor

AUTOMOBILES
for instance

AUTOMOBILE problems do not solve themselves. McCLURE'S is the answer—in McCLURE homes. The Automobile Department of McCLURE'S is conducted by a recognized authority and noted writer on automobile subjects. Mr. Kaempffert's monthly articles are timely and of vital interest to the owners and prospective owners of motor cars and trucks. The McClure Automobile Year Book is another point of contact in McCLURE homes and the 1917-18 book has been widely sold. McCLURE readers are invited to write to McCLURE'S regarding any phase of Mr. Kaempffert's articles. They have welcomed the opportunity. Recognition comes when the job is well done. Thousands of letters each year prove the strength of the Automobile Department in

McCLURE'S

Chapter V

OLIVER DEGELMAN COMPANY

INSURANCE

1702 UNION BANK BLDG.

PITTSBURGH, PA. January 23-1917

Mr. W. Kaempffert:

Dear Sir:

Your article in McClure's impels me to venture a question. An acquaintance has invented a method of adding power and saving gasoline by feeding a mixture of oil and water to the cylinders by dropping it in the manifold at the separation above the carbureter. It also keeps the cylinders free from carbon deposit. Are there any reasons why this cannot do what he claims it will do? I know a practical test will assure me of this, but if it has a fundamental fault I would like to know of it.

Very truly yours,

O. P. Degelman



Farmers today are the prosperous people. They have more money than they ever had before—they are making money on the High Cost of Living.

The High Cost of Living doesn't hurt the farmer—*it helps him.* Every time *your* pocketbook goes flat, because things to eat cost so much, the farmer's pocketbook *swells up!*

To work *with* the High Cost of Living, instead of *against* it, sell your goods to *country folks with money.* Advertise to the farm people who read The Farm Journal, the world's biggest farm paper.

The Farm Journal

Washington Square
Philadelphia

SCHOOL OF BUSINESS ADMINISTRATION
Boston University

Federal Reserve Bank Comes Out Flat-Footedly for Advertising

Plan of Campaign Submitted to Member Banks

THE largest member of that great business stabilizing force, or national "shock absorber," the Federal Reserve Bank system, has just come out with a suggestion to member banks that they advertise their membership, and showing them how. The Federal Reserve Bank of New York has had prepared two series of advertisements, embodying a standard symbol, all of which it has recently mailed out to its 625 member institutions with the suggestion that this is a psychological moment to advertise and emphasize the significance of membership in the system. The copy is also available to member banks in the other federal reserve system.

"We want our member banks to get every possible advantage from the good will and esteem which business men and the public generally have for the Federal Reserve System, especially while it is fresh in people's minds," says the letter that accompanies the advertising matter. "Our entrance into the war and the changes it is likely to bring to our commercial and financial life seem to make the present an appropriate time to direct this good will and esteem toward those banks which are members of the system.

"With this in view, we have had prepared some advertising copy designed to create the belief that it is desirable to do business with the member bank. Considerable publicity is necessary to develop the idea in the public mind that it is advantageous to do business with members."

This brings to a head plans that the Federal Reserve Bank of New York had been considering for several months. That is, to produce a co-ordinated series of educational advertisements for its members to use in order to show the public and business men particularly what the advantages of the reserve system are for them, and how they can contribute to its strength and support. Thus, so educated, they might be led from various motives to do business with member banks, some of whom necessarily have lost certain sources of revenue through their membership.

With this in mind, representatives of the Federal Reserve Bank of New York have been holding consultations with advertising men, not only those conversant with financial advertising, but others with broad, general knowledge of the subject, or special information, as in the farm field. This has resulted in the production of, first, forty-one pieces of plain type copy for newspapers, car cards, etc.; twenty-two illustrated ads for newspapers—both sets embodying the new symbol showing the advertiser to be a member of the Federal Reserve System; and, finally, a twelve-page envelope-size leaflet entitled "How Does It Benefit Me?" giving in simple terms information about the Federal Reserve System.

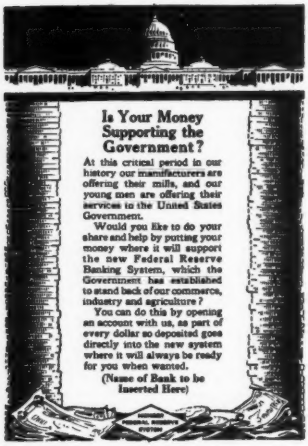
It is suggested that members



COPY HAS TIMELY APPEAL

get a supply of these booklets and feature them in newspaper and car-card copy as a tie-up.

The two sets of copy are sent out bound flat with printed suggestions to meet local conditions, etc. The various texts emphasize the part the system has played in stabilizing business, restoring and maintaining confidence, and the part that the individual can play in "doing his bit" in co-operating



ANOTHER ADVERTISEMENT POINTING THE WAY TO SUBSTANTIAL SUPPORT OF THE GOVERNMENT

with the system. Copy deals simply and briefly with the organization and purpose of the system, and answers questions that many undoubtedly entertain in regard to it.

"No More Currency Panics" is a sample headline; or "Cheaper Methods of Borrowing." "Trade Acceptance" is a sample of an explanatory ad. "Quicker Check Collections" is another.

There are several pieces for members in agricultural districts, such as "Helping Farmers with Their Grain"—or, more localized, "Fruit Growers and the New Banking System." The dome of the national capitol is featured in the background of several of these pieces.

Some of the copy, as the two reprinted herewith, are of a particularly timely nature.

This is a plan that gives the many separate members a co-ordinated method of clarifying in the public mind what it means to be such a member. It is made clear in offering the copy that the system has no interest in being advertised except as such publicity will assist member banks to profit from their connection with it.

Newspaper Campaign Now Running for W. B. Corsets

Weingarten Brothers, manufacturers of W. B. corsets, are in the midst of a fifteen-week special newspaper campaign featuring their Elastine-Reduso corsets in large space. This is the first big-size newspaper campaign this company has ever run, and is exclusive of the regular newspaper advertising it does practically the year 'round in a list of 800 to a thousand small-town newspapers, advertising the line generally. That is, it is the largest in the sense that it is using the largest volume of space in concentrated territories in its history featuring a single garment. The copy is appearing in San Francisco, Los Angeles, Chicago, Cleveland, Pittsburgh, New Orleans, New York, Philadelphia, Boston, St. Paul, Dallas and other cities. Most of the papers in these towns carry the copy, and the campaign is averaging 15,000 lines to a paper.

The keynote of the campaign is the claim that this corset will reduce the wearer from one to five inches, and will make her look from ten to twenty pounds lighter in weight. This note is featured in all of the copy in a panel which shows two hands taking measurements over a corseted figure with a tape, with a blacked-in region showing where the contour has retreated.

The copy is replete with the human equation, some of it of a semi-scary nature. "Don't be a wall-flower" is one such, showing a heavy example of that type of flora sitting lonely in a chair, while another, not too slim, is surrounded by admirers in evening dress. "Many a stout woman," continues the text, "has been judged older than her years because her weight has made her seem elderly, but there is no need for looking 'fat and forty' in these days of W. B. Reduso Corsets."

Another, with a sharp merchandizing slant, shows the back of a stout woman disappearing into a swivel door, while presumably the same woman faces the reader, coming out of the same door. "Come out of the store slimmer than when you went in," advises this advertisement.

"Both weigh 160 pounds," states another, showing a woman on a pair of scales, and another watching her at one side. The similarity in weight is not readily apparent.

"I, too, was stout once," is another piece of copy, showing a slim woman in evening dress, confiding this secret behind her fan to a heavy sister.

Equalizing the Pressure of War Orders on Advertisers

Officials Say Advertisers Will Get Fair Treatment

"I DO NOT believe that manufacturers or advertisers have anything to fear from us on that score." This was the statement made to PRINTERS' INK last week by one of the principal purchasing executives of the U. S. Navy in answer to an inquiry whether any precautions would be taken to "equalize" war orders. His reassurance was echoed by the War Department, and one of the business men at the head of the Advisory Committee of the Council of National Defense remarked, "I do not believe that you need raise that question at all."

As a matter of fact, PRINTERS' INK has not raised this very interesting question of its own accord, but simply for the purpose of seeking answers as authoritative as may be to the inquiries of a number of its readers who are very much perturbed over what they conceive to be the possible outcome of a long continuation of the war. Naturally, the buyers at Washington can scarcely be expected to get the slant of these interests when, for the time being, the purchasing divisions of the War Department and the Navy Department are besieged with bidders clamoring for government business rather than presenting an attitude of resistance to federal contracts thrust upon them.

However, the manufacturers who have confided their misgivings to PRINTERS' INK are in a special position. A moment's reflection will convince almost any man of affairs that it might prove a very serious matter for a manufacturer with valuable good-will built upon advertising if he were compelled to devote all the facilities of his plant to the production of goods for the government while a competitor was allowed to go scotfree, so to speak; his production uninterrupted, or at least not seriously curtailed, and his product available for the capture of his rival's market while the trade leader was otherwise occupied. Such an interruption in the flow of advertised goods might easily derange dealer relations so seriously that years of hard work would be required for restoration.

The menace is most distinctly not a man of straw set up to be knocked down, and yet a careful canvass for PRINTERS' INK of the sentiment and situation at Washington seems to indicate that there is little ground for uneasiness. No instance was discovered where the War Department or Navy Department has crowded a contractor in the manner indicated and, on the other hand, there have been instances where, even in time of peace, the government has distributed orders or apportioned contracts for one reason or another so that the principle of equalization and equitable distribution is well grounded in departmental practice. Furthermore, it has been pointed out to PRINTERS' INK that Uncle Sam now stands for "universal service," and that the departments will endeavor to run true to form with respect to equipment and supplies as well as with reference to man-power.

OFFICIALS INVITE PROTEST OF MANUFACTURER UNFAIRLY TREATED

Although the executives at Washington hold that there is scant danger that the pressure of unwelcome government orders (if there be such a thing) will be unequally distributed, they point out that they will be glad to hear a protest from any advertiser who feels that his hold on the general public is being loosened as a result of his preoccupation with government contracts. It is admitted that in the rush of outfitting a huge new army and an enlarged navy such injustice might possibly be done, in an occasional isolated instance, particularly inasmuch as the government has as yet no definite system of precautions to prevent it. They insist,

however, that every manufacturer can count on a square deal if he will promptly bring to the attention of the government any circumstance whereby he is placed at a disadvantage in relation to his competitors.

Assurance from the government that no advertiser will intentionally be drafted for manufacturing service for Uncle Sam while a competitor is left free-handed to take advantage of the richer pickings of the commercial field does not mean, however, that an advertiser can count upon as comfortable profits from government contracts as he has been wont to draw from his regular trade. This past week the Navy Department refused to accept as excessive the quotation made by a manufacturer and ordered him to furnish the goods needed at a price fixed by the government or else consent to have his plant taken over and operated by the federal authorities.

This incident opens, if we give rein to imagination, a vista of interesting possibilities. If a manufacturer happens to be, let us say, the sole producer of a patented specialty, the enforcement of the provisions of the Act of June 3, 1916 (H. R. 12766), requiring that preference shall be given the United States in the execution of orders might play hobb with his distribution. It is barely conceivable, too, that a manufacturer might have a competitor or competitors who would not be above offering encouragement, if such a thing be practicable, to the government to take over a plant in order that with the commandeered factory wholly out of consideration the rival concerns would have a better show in commercial trade, even though obliged to deliver part of their products to the government. In other words, it might appeal to a canny producer that a manufacturer left in possession of his plant, even though compelled to give government orders precedence over all other orders, would have some advantages present and prospective over the manufacturer whose plant had been confiscated for the time being.

The great safeguard, though, against any injustice through unequalized orders or any other features of federal purchasing in war time lies in the interposition between advertisers and the government of the Council of National Defense and its advisory commission comprising seven sub-committees. This aspect of the situation was emphasized for PRINTERS' INK the other day by an official, who said, "Only remember that we have some of the biggest and brainiest business men in the country exercising supervision over the industrial mobilization and the purchase of supplies. Can you imagine, for instance, Julius Rosenwald, president of Sears, Roebuck & Company, condoning any arrangement that would compel one manufacturer to bear a load that should be apportioned among all the producers in his line?"

To be sure, neither the advisory commission of the National Council nor yet the committees of the Chamber of Commerce of the United States has any authority over nor control of the awarding of contracts for supplies or the determination of the firms to which contracts shall be awarded, but while stopping short of the point of actual responsibility for purchasing, these organizations of business men have tremendous influence with the government as to ways and means. The power of these advisory organizations is seen in the swinging around of the powers that be to the idea of orders placed on a cost-plus basis and to the placing in time of peace of small annual orders, such as constitute in the eyes of manufacturers "war insurance." With such a grasp of all the problems involved, it is safe to trust to these business men on the inside to steer clear of unbalanced distribution of orders or other arrangements that might mean an overload for factories that have obligations to the public begotten by advertising.

Joins Munder-Thomsen Co.

Harry S. Gaddis has become associated with the New York office of the Munder-Thomsen Company, Baltimore. He was formerly connected with the typographical department of Frank Seaman, Inc., and later with Hurst & Hurst.



Water Works Issues
of Engineering News-Record

MAY 3

The May 3 issue will represent Engineering News-Record *at the Convention* in Richmond, Va., May 7, 8, 9, 10, 11. This is the first issue which furnishes an absolutely sure way to secure the *undivided* attention of the representative water works men.

MAY 17

The May 17 issue—the Report Issue—will bring to all of our readers a complete account of convention doings. A complete account of your product should naturally be included.

Space Reservations and Copy Instructions Should be Sent in Early

ENGINEERING NEWS-RECORD

10th Avenue at 36th Street, New York

Member of A. B. C.



A German shell "gets" the French firstline trench.
(Exclusive copyrighted photograph from Leslie's)

This is typical of the Leslie's war pictures which have been used for the past year by the United States Army and Navy War Colleges.

7,000 feet of motion pictures, taken exclusively for Leslie's by Donald Thompson (now in Russia for Leslie's), were voted the most remarkable pictures of modern warfare, and were immediately commandeered for the instruction of United States officers.

The most thrilling and timely of these pictures ran in Leslie's exclusively—and months before pictures from the same battlefronts appeared in other periodicals.

Leslie's has covered pictorially every war since 1855.

Leslie's pictures are a vital part in the pictured history of every important event in America for 62 years.

This war will be covered more quickly and completely by Leslie's than by any other periodical. In addition to our special correspondents in Europe—our arrangements with the leading pictorial agencies of the world—and with over three thousand commercial photographers—we will have special representation at all vital points where our army and navy will operate.

Superb mechanical equipment assures quick-printing, late-closing of forms, and an ability to *show* the news to our readers in 410,000 homes, immediately after they read about it in the dailies.

Leslie's is prepared to again give striking evidence that it is the one great national illustrated news weekly of America.

Do you want *reader-interest?*

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper
Established in 1855

Member Audit Bureau of Circulations

Boston New York Chicago

Ahead at the Quarter!

For the first three months of 1917, as for all of 1916, the largest percentage of advertising gain of a New York newspaper was made by The New York Tribune.

SUDDEN spurts mean little in the business race. It is the one who steadily forges ahead who breasts the tape. The Tribune continues to make heavy advertising gains because its policy is fundamentally right. An increase of

32%

over the first quarter of 1916 is striking evidence that advertisers find it pays to use a medium whose readers have 100% confidence in it.

Incidentally, The Tribune's gain of 318,547 lines was the second largest in volume of all New York morning papers, and the third largest of all New York dailies, morning and evening.

When it is considered that these first two papers, the World and Evening Telegram, depend chiefly for their gains upon their classified columns, it can be said with truth that The Tribune leads all New York *display* advertising mediums in both percentage of gains and actual lineage added.

The same far-seeing policy that is bringing confidence to its readers, sales to its advertisers and clean business to itself will continue to direct the course of the New York Tribune. It pays to advertise—in a clean newspaper.

The New York Tribune



First to Last—the Truth: News—Editorials—Advertisements

SCHOOL OF BUSINESS ADMINISTRATION
Boston
UNIVERSITY

Though Oversold Disston Begins Strong Campaign

Saw, File and Implement Manufacturers Adopt New Policy to Consolidate Public Appreciation of Products

By Philip Francis Nowlan

AFTER more than three-quarters of a century, with only occasional national consumer advertising, Henry Disston & Sons, Inc., Philadelphia manufacturers of saws, files and other tools, have swung into line permanently as an advertiser to the American public.

Announcement of the company's decision was made in the trade press, which the company has used consistently for years, on March 10. This was followed quickly by the opening guns of the campaign in several magazines of large national circulation, and by a flood of communications from wholesale and retail dealers expressing desire to take advantage of the enlarged market.

"Campaign" is perhaps hardly the proper word. The company explains that "permanent policy" better expresses the scope of the work it has undertaken.

The adoption of this policy comes as the sequel to a certain amount of advertising which was carried on about the period of 1912, in which there were two campaigns, with a slight interruption. After a total of somewhat less than two years of this publicity, it was suspended owing to the rather uncertain business conditions of the country generally, to be resumed at a more auspicious moment.

That moment has arrived, it is felt, and the consumer advertising has been launched, not with the idea of increasing the present volume of sales, for the plant already is running to capacity, but to consolidate public appreciation of its products for the future.

The company's attitude is important as denoting the confidence of one of the country's solid business institutions in the soundness of America's commercial and industrial conditions, notwithstanding the alarms which have been spread variously as to the dire results to be feared from war or from sudden peace.

Not only will the consumer advertising be of value in itself, in the view of the company, but it will greatly strengthen the appeal of its trade advertising, in which the advantages of the new move are strongly capitalized.

Three new Disston advertising armies are marching on the consumer by three separate routes.

One lies through the magazines of popular scientific appeal, in which copy designed to reach those who have more than the ordinary interest in mechanics and the uses of tools is used.

Another lies through the farm publications, for the farmer's attitude is different and requires arguments of specific interest to him.

The third is through general magazines, with copy intended to blanket and drive home the effect of the other two classes, and to reach the "great unclassified public."

TO STRENGTHEN THE COMPANY NAME

Large space is being used, and in view of the company's desire to lay foundations for future increases rather than to induce a large volume of immediate business, the educational idea will be most strongly emphasized.

"A broad educational policy such as this," says A. W. Hill, the advertising manager, "is bound to result in the strong linking of the Disston name with the thought of 'good saws' in the public mind."

Here is one of the messages divested of its layout form, which

already has been laid before the farmer:

"You cannot do a carpenterlike job unless your tools are carpenters' tools.

"Few carpenters will attempt to work with poor tools. That is one reason why they do workmanlike jobs. Every time you try to repair a fence or shed with poor tools you are attempting more than most carpenters would undertake. The tool the carpenter uses is a good tool for you to buy. Most carpenters have used Disston saws all their lives."



COPY IS EDUCATIONAL, AND BUILDS FOR THE FUTURE

The company is thoroughly alive to the harm that may result from overstatement, and it will be noticed that in the foregoing the idea of "all carpenters" has not been allowed to stand even by inference, but has been qualified specifically.

Coupled with this appeal for the saws is mention of such allied products as files, trowels, etc., and an invitation to write for the booklet devoted to "Disston tools on the farm."

This linking of the professional carpenter consistently with the company's saw is naturally and effectively a feature of most of the copy, as it probably is one of the most efficient methods that could be devised of driving home the thought of quality.

Here is an appeal placed last month in the magazines of general circulation:

"Ask your carpenter. He knows saws. Pride in work well done and success in his trade demand that his tools do their part.

"Ask the gray-haired carpenter whose Disston saws have built hundreds of homes. Ask the young workman, whose saws will build the homes of the future."

With this advertisement goes the offer of a booklet on how to select the proper saw for the contemplated work and how to use and care for it.

Still another appeal, this time to parents, inducing the gift idea:

"Give your boy tools he will respect. He must learn the right way of doing things—the workmanlike, businesslike, manly way. Half-hearted, slip-shod, 'good enough' methods are not for him. He must 'saw to the line' in work or in play. He must have a definite goal in view, and the enthusiasm and tenacity to see the job through.

"These are the qualities he will need in later years. There is no quicker or surer way to acquire them than through the use of good tools. Working in wood, watching useful things grow under his hands—this will help to make your boy the kind of man you want him to be.

"Disston saws, etc."

The co-operation of the sales force in driving home the advantages of the consumer campaign was assured by the very organization and spirit of the corps, which is but a reflection of a peculiarly close relationship between the executives and workers throughout the company's entire business edifice.

The business was founded single-handed by Henry Disston, in 1840. The management now is in the third generation of the family.

The company distributes its products through the jobbers, and so only a comparatively small sales force is required to take care of this part of the work. There is another and much larger corps, however, which might come under the head of "dealer salesmen," though it should be explained that their prime object is that of demonstrating to the dealer the quality points and sales arguments for Disston products, rather than to sell him in the sense of taking his order. The latter is a secondary object, it is true, but its importance is principally as a measure of the accomplishment of the first. Such orders are, of course, taken for the dealer's jobber, and are turned over to the latter to fill. It is natural that in their work of establishing a close touch between the manufacturer and the dealers that a certain proportion of such orders should result.

Simmons Account Goes to Dyer

The advertising account of the Simmons Company, of Kenosha, Wis., maker of Simmons metal beds, has been placed with the George L. Dyer Company, New York and Chicago.

Armour Advertises New Product

Armour & Co. are introducing "Vegetole," a new cooking oil. An extensive introductory newspaper campaign is being placed in selected cities.

The
George L. Dyer Company
42 Broadway
New York

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

No Lull in Canadian Government Advertising

One Issue of Toronto Newspaper Contains Six Distinct Advertising Appeals, Aggregating More Than 2,700 Lines—Special Drive Now to Increase Food Production

A TORONTO newspaper on March 31st carried over 2,700 lines of advertising in behalf of various governmental activities. The other papers of the city are said to have contained an equal amount. Perhaps the most significant feature of all of this publicity is that it was divided among six distinct appeals. In view of the admitted need of advertising in the United States to recruit the Army and Navy, finance the war and increase the acreage given over to food supplies, a survey of this copy will be of interest.

The smallest of the advertisements announced a recruiting meeting of the Royal Naval Canadian Volunteer Reserve. This branch of the service also used larger space—illustrated and evidently prepared by an agency—to stimulate recruiting.

The four remaining advertisements bear on the need of greater food production. They were issued by the Toronto Board of Trade, Ontario Department of Agriculture, Dominion Department of Agriculture and the Organization of Resource Committee. The latter advertisement—illustrated herewith—and the one put out by the Ontario Department of Agriculture are especially interesting.

The appeal to grow vegetables, made by W. H. Hearst, Ontario's Minister of Agriculture, is thus set forth, in part:

> The splendid patriotic efforts of those who toil for victory on the farms cannot cope with the vast need. City, town and village dwellers should help. Even then there cannot be too much food production. Grow vegetables this year.
>
> It matters little that you can reap real, worth-while profits in delicious fresh vegetables on your table, beneficial exercise and even a money profit from any surplus produce. The big, pressing reason for growing vegetables is that great desire in every patriotic heart at this vital moment, to contribute something, even though it be only a mite, to help end this horrible war with victory.

Thirty-two months have passed since the war started and advertising is a more potent force in Canada now, in promoting government activities, than it ever was during that period.



APPEAL IS STRONG IN COPY AND ILLUSTRATION

Magnifying the Advertiser's Appeal



Trade-Mark

Collier's is the only magazine in America whose circulation and editorial power are together great enough to exert a dynamic national influence among thinking people.

A magazine of serious purpose, upon which more than a million aggressive American families rely for guidance, has power to *magnify* the appeal of your advertising—that is why Collier's has become *practically indispensable.*

C O L L I E R ' S

THE NATIONAL WEEKLY

NEW YORK CHICAGO BOSTON PHILADELPHIA

Excerpt from an Editorial

In the June, 1917, Issue of

The People's Home Journal

IN 1913, THE PEOPLE'S HOME JOURNAL set in motion an idea which, to-day, is gripping the entire country. That idea was the beginning of the "Little Gardens" movement—the reclaiming of back yards, the converting into profit-paying real estate of the spare patches and waste ground around about American homes.

In 1913, THE PEOPLE'S HOME JOURNAL said, editorially:

"*Nearly every one possesses a little plot of ground. It is full of weeds or boxes and waste. It is neglected. It is despised. It is the Back Yard. And yet—the Back Yard is a potential gold mine.*"

In March of this year, Carl Vrooman, Assistant Secretary of Agriculture for the United States, in a statement to the nation, said:

"*If national policy decrees that there be a big increase in our acreage and yields per acre of food crops, then the nation as a whole, and not the farmers as a class, should and must assume the risk involved.*"

In other words, the spokesman for the busiest bureau in Uncle Sam's very busy government, the Department of Agriculture, says that if war conditions make it necessary that crops be increased in order to combat the high cost of living, the farmer cannot be expected to produce the increase; it must be produced by the people.

Reduced to the last analysis, it means that,

through one of its officials, the government has indorsed "Little Gardens."

It is impossible to estimate the exact number of "Little Gardens" that have been successfully started since 1913, prompted by the campaign inaugurated and fostered by this magazine. We are certain that many thousands of these gardens owe their origin to THE PEOPLE'S HOME JOURNAL, and we are informed by a reliable statistician that a million more gardens are being cultivated this year than a year ago, and this same statistician attributes a large share of this great increase to this magazine's efforts.

THE PEOPLE'S HOME JOURNAL is neither claiming glory nor crowning itself for an achievement that the ordinary course of events might have given existence; but we do feel a certain pride in being the first publication in the United States to give so important a movement its original impetus. That is all THE PEOPLE'S HOME JOURNAL has to say for itself in connection with "Little Gardens."

If the "Little Gardens" bring their quota of health-giving food to the homes, and profits from the market-place, then THE PEOPLE'S HOME JOURNAL will have served its purpose. No glory that may come to us, no praise, will equal our appreciation of their ultimate good.

"Little Gardens" is only *one* of the big movements for civic betterment successfully started by THE PEOPLE'S HOME JOURNAL. There have been others in the past; there will be others in the future.

THE PEOPLE'S HOME JOURNAL

Established 1885

80 Lafayette Street, New York



Here's Where You Can Get 200,000 Chances *for* ONE CENT!

This medium is consulted more than NINE HUNDRED MILLION TIMES a year!

Yet advertising rates are low enough to interest the small advertiser as well as the large.

For example: ONE FOOTNOTE costs but $42.00 a year.

We should like to give you full particulars about the New York City Telephone Book as an advertising medium for *your* use.

May we send a representative?

Forms for the big summer issue close Tuesday, May 1st.

NEW YORK TELEPHONE COMPANY

Directory Advertising Dept.

Telephone—Cortlandt 12000

15 Dey Street **New York City**

OF BUSINESS ADMINISTRATION
Boston

How the Goodrich Co. Improved Its Correspondence by a "Better Letters Campaign"

By Reducing the Length of the Average Letter 12 to 30 Words, an Estimated Saving of $18,000 a Year Is Made

[EDITORIAL NOTE: The booklets quoted in this article are copyrighted. Enough of the matter is reproduced to show the helpful character of the bulletins. The Goodrich Company states that it will be glad to send sets of the booklets to any firms asking for them.]

THE B. F. Goodrich Company, of Akron, Ohio, in common with many other big businesses, long ago realized the vital importance of making the sales-letters, which are sent out every day by thousands, represent the institution in the best possible light. As the company expressed it in a letter to PRINTERS' INK, it wished to *"put the quality of our letters on a basis with the quality of our products."*

Just how to go about it, however, was a rather delicate question. If there is one subject upon which the average business man does *not* receive suggestions gratefully, it is on the matter of his business letters. The very fact that 99 per cent of us feel that our letters are probably far from what they ought to be, makes us peculiarly quick to resent interference or suggestion for our improvement. When one considers that there are 800 men dictating letters daily in the home offices of the company mentioned, and 100 more in the branches and depots, and that many of these are high-salaried officials of power and authority, one realizes how keen was the necessity for diplomacy in approaching the question of improving the letters.

The answer, so far as the Goodrich company is concerned, has been found in the staging of a "Better Letters Campaign." This campaign is still in progress, but the results achieved in the initial stages have been so remarkable that the story is well worth recounting in the pages of PRINTERS' INK.

The campaign logically divides itself into two parts: the effort to secure standardized style and correctness from stenographers, and the far more important endeavor to have the dictators write letters which say all that they should say, omit everything superfluous and have clarity, courtesy and accuracy. "A House Is Judged by Its Letters" is the slogan which appears frequently in the course of this campaign, and the evident idea underlying it is to make a correspondent write a letter which uses the same tone and is as simple and direct as a personal conversation would be between the writer and the person addressed. The stenographers are given the same slogan to emphasize the fact that a slovenly letter or one eccentric in typewritten form, is as out of place as a badly-dressed, unkempt salesman would be.

LETTER WRITERS SHOWN ONE FAULT AT A TIME

There are so many things to be said about the writing of a good letter, that it was clear they could not be dumped, all in one bundle, on the 800 correspondents in the home office with any hope that they would be understood and made a part of each man's daily work at once. It was, therefore, decided that the campaign to dictators should consist of ten parts, each part taking up in detail *one* common weakness of most letter writers. A series of ten booklets of attractive dress and format, is therefore being issued, two weeks being allowed for one of these to make its impression before the next one appears. The first of these dealt, naturally, with "The Beginning of a Business Letter," and is worth quoting in some detail:

The beginning and ending of every

business letter is very important. These are the places to put anything emphatic that you have to say. You should not forget to put your strongest points in these places. Do not waste the most important position in your letter by filling it up with stereotyped expressions that are timeworn and meaningless. The examples given below are introductory sentences taken from our letters. You may have noticed them many times and may possibly have used them or similar ones yourself.

"Your favor of the 13th inst. received, and contents duly noted. In reply would state, etc."

Why use the word "favor"? Isn't "letter" a better word? Isn't "letter" what the correspondent is really talking about? "Favor" is now considered ineffective and stereotyped and should in most cases be avoided. Then there is the expression "contents duly noted." Much good letter paper has been wasted on this useless phrase. You naturally expect that before a writer replies to a letter that you have written him, he has given it enough attention to know what he is going to tell you. This expression is a good one to avoid.

The expression, "In reply would state," is almost as bad as "contents duly noted." If you have mentioned receipt of the letter, it is obvious that your letter is in reply to the one mentioned, and it is unnecessary to state the fact. There are five unnecessary words in the second sentence, and many more superfluous ones in the opening sentence. At the very moment when the reader's mind is most susceptible to the impressions that the writer wants to make, it is repelled and disappointed by these meaningless and stereotyped phrases. If you do not make an impression at the beginning of your letter, you are at a disadvantage in securing the reader's interest.

"We beg to acknowledge receipt of your favor of the 29th ult., and in reply permit us to advise, etc."

"We beg." Why beg? Is permission necessary before one may reply to a letter he has received? There is also in this expression the word "favor," which for reasons already given should not be used.

Then there is the term "29th ult." "Ultimo," "instant" and "proximo" are all old Latin words. To-day the best authorities on letter-writing consider them stilted and unnatural, and they are gradually dropping out of the vocabulary of the progressive correspondent. He uses, rather, the expression, "I have your letter of October 29th," or "We are glad to comply with your request of September 26th."

In this second example there is that clause, "Permit us to advise." We have said why it is unnecessary that you make any reference to the fact that you are replying to the letter that you have just mentioned. "Permit us to advise" is in the same class as "We beg to acknowledge."

"In reply to yours of the 27th, I beg to state that, etc."

The faults of this introduction have been generally mentioned already. In addition to those that have appeared in the first two examples, there is another, the word "yours." Of course, everyone knows what this possessive means, but why be discourteous for the sake of brevity? If a man writes "Yours" instead of "Your letter," you have a possible reason to surmise that your letter was so unimportant to him, it did not deserve the slight time and attention that would be required to write all words out fully.

"Replying to your favor of the 2d, we will say that we will send you our, etc."

This introduction has faults that already have been discussed. In addition, there is that peculiar expression, "We will say that we will send." This is similar to "Would state," in the first example. We should not continue to load our letters with needless verbiage like this. Instead of going to the trouble of saying that we are going to say something, let us go ahead and say it at once.

The following are what we believe to be bad beginnings of letters, and directly under them is a suggested improvement:

BAD: "We have your favor of the 15th inst. at hand, and we take pleasure in forwarding our catalogue in accordance with your request."

IMPROVED: "You will be particularly interested in our special offer on Page 5 of the catalogue requested in your letter of October 15th."

BAD: "Your favor of October 6th received and contents carefully noted, and in reply we would say that you must be mistaken about the date of shipment."

IMPROVED: "It is fortunate that you advised in your letter of October 6th that you expected shipment of your Order No. 7919-B previous to November 15th. Our records show, etc."

BAD: "We beg to acknowledge receipt," etc.

IMPROVED: "We acknowledge" (could not acknowledge anything unless you have received it).

Do not get the mistaken idea that we would have you write mechanically; that is just what you should not do. Develop a personal tone in your letter that will convey an impression of sincerity and interest to the person addressed. Write just as you talk, cordially and personally. Picture yourself face to face with your correspondent. Try to see the proposition from the reader's point of view, and feel the situation as you think he feels it.

The second booklet dealt with the ending of a business letter; and a perusal of its contents ought to come as a decided shock to the man who has been writing conventional endings to his letters in the fond belief that they are as good as any that can be written. The booklet says:

From a good, sound business standpoint the last sentence of any business letter is very important. It holds a position of emphasis and its wording should be effective and convincing. Yet our files are full of letters that have "stereotyped formulas" for endings that

are dead and meaningless to the reader.

Many people believe that it is necessary in a business letter to have some closing expression in addition to the "Yours truly," "Yours very truly," "Respectfully yours," or whatever else the complimentary ending may be. We have, as a result of this belief, a too general use of what is known as *participial closings;* that is, closings beginning with a participle. The following are some of these endings found among our letters:

"Thanking you for past favors and trusting that we will have the pleasure of supplying your further wants, we remain."

"Soliciting your further commands, we remain."

"Thanking you again, and hoping to have a continuance of your valued patronage, we are."

"Trusting that this will be satisfactory and hoping to hear from you by return mail, we are."

The objections to the use of this kind of an ending are important. First, they are usually (not always) meaningless, and are simply used by the correspondent to pave the way for his using "Yours truly," or some other complimentary closing. You would not conclude a conversation, complete a sale or commend a man by using a participial expression. Second, they demand the use of some such expression as "we are," "I remain," or "we remain," which serves as a balance between these endings and the complimentary close. If there is any expression that "knocks" the personality out of a letter it is such phrases as "we are," "we remain," etc., which are found in so many of our letters. They are exceedingly awkward and very unnatural in conversation—why inject them into our letters? If you were leaving a man after collecting a debt or receiving his order you would not use such a "good-bye" phrase, and letter-writing is nothing more than conversational English.

Note the following from some of our letters:

"Hoping to hear from you favorably, we remain."

"Hoping that we will hear favorably from you and awaiting your answer with eagerness, we are."

"Thanking you for past favors, and trusting we may hear from you in the near future, we are."

To bring out the "lameness" of this last example we might say that this letter was addressed to one of our large customers who writes us on an average of three or four times a day. In one month they received thirty-one letters in which the phrase "Soliciting your further commands" was used.

If these writers had only left off the endings their letters would be excellent examples of clean-cut, direct action-producers.

Compare the following:

"On October 1st we consigned to the Blank Tank Company, Chicago, Ill., five 50-foot lengths of hose. The consignee now advises us the goods have not arrived. Trusting that you will start a tracer at once, we are."

STRONGER

"On October 1st we consigned to the Blank Tank Company, Chicago, Ill., five 50-foot lengths of hose. The consignee advises us the goods have not arrived. Please start a tracer at once."

"The reason these goods were not shipped to Indianapolis has now been ascertained, and we have taken steps to protect you against such annoyances in the future. Thanking you for this and other courtesies, we are."

STRONGER

"We have determined the cause of our mistake in not making shipment to Indianapolis and regret the inconvenience this has caused you."

"With regard to your order No. 6626 we are pleased to advise that 100 pounds of the Red Seal was shipped you November 9th. Hoping this has reached you by now, and regretting that you have been delayed, we are."

STRONGER

"In reference to your order No. 6626. We shipped 100 pounds of the Red Seal November 9th. We regret this delay, which is due entirely to unusual conditions in the factory."

Of course, after each of the "stronger" forms there follows the complimentary close such as "Yours truly," "Respectfully yours," etc., and this comes without any transition. The writer has concluded what he has to say and has finished with a strong, direct statement—anything more would weaken the effect.

If you are convinced that a letter needs at its end a graceful expression of application or thanks or a wish or a hope, put it in. Remember that the last sentence is the place to make your final point so strong, so direct, that the letter will do what you want it to do. But do not waste the most important position by putting in phrases that are stale, formal and lacking in personality.

The third booklet was issued under the heading, "Good Paragraphing Makes Letters Forceful," and emphasized the thought that each important idea in the letter should have a paragraph to itself. "To-day we dare not send letters as long, or in such massed form as those sent out by our predecessors," it states. "The business letter to-day is read rapidly, often only glanced through; the eye runs down the page catching the outstanding words and phrases—skipping from paragraph to paragraph—looking always for the key to the whole." It goes on to say:

Paragraphing aids your reader to gather the message of your letter rapidly. It makes the reading easier for him because it breaks up the solid mass of type and allows the brain to rest and one thought to fix itself before going on to the next. Your reader can run through your letter more rapidly and yet get a definite impression of everything you wish to tell him.

Through your separate paragraphs he should see logical progress from one

idea to another. If the whole message is in one paragraph he has trouble seeing where one idea leaves off and the other begins. *Never present two important thoughts to your reader without giving his mind warning that one is finished and the other is about to come.*

A white space between these two ideas serves as an ideal signal for him to prepare for a new thought. The white space tells him to be careful, for what is to follow is not mere repetition of what he has just read, but something important that he should know.

There is a strong modern tendency towards the use of the short paragraph. This tendency is no doubt due to the stress and speed of modern business. The short paragraph is a strong measure, but it has its disadvantages.

The correspondent who continually uses short paragraphs is certain to make his letters monotonous in tone and style. He also runs the danger of making his letters sound too aggressive and curt. Short paragraphs often antagonize when they should conciliate, and startle when they should invite calmness. The single-sentence paragraph, especially, should be used sparingly.

Every possible effort should be made to have letters inviting and easy to read. From the many ill-arranged, poorly worded, stereotyped letters that customers receive make yours stand out and win their attention. The unbroken page means a tired eye and a tired eye means an unresponsive mind. The paragraph is a most useful method of getting your customer's attention and stimulating him into action.

In regard to the results achieved by these booklets, a statement from the company will be interesting:

"A comparison of tissues of letters written before the issuance of these booklets with those written afterwards will be most convincing of the effectiveness of the results.

"Prior to the time we began publishing our booklets, we examined 20,000 tissues and found that 87 per cent of them had a beginning or an ending or both that was stereotyped, stagnant, lifeless, meaningless.

"The first day after we distributed the first booklet, 'The beginning of a Business Letter,' there was a marked improvement in the beginnings of our letters. It is now difficult to find any verbiage such as 'your kind favor,' '28th ultimo,' 'contents duly noted,' etc.

"Three weeks later we issued the second booklet, 'The Ending of a Business Letter.' Immediately after distributing this booklet, we again examined a few of our tissues and found that there was a drop from 87 per cent to 5 per cent in the stereotyped expressions that were so common in our letters. These 5 per cent were incurred by forty-two dictators out of about 800.

"*Saving:* Examination of our letters before and after the distribution of these booklets show that we are saving from twelve to thirty words per letter.

"On the average number of letters written per month, a saving of fifteen words per letter would amount to nearly $18,000 a year on stenographic work alone. It costs us $3,500 a year to write 'Dear Sir' and 'Yours truly.' It is hardly advisable, however, to discontinue the use of these at this time.

"When the amount of time saved to the dictator, the increased effectiveness of his letters, his improved ability as a correspondent, the general good form, appearance and impression of our correspondence as a whole are considered, the value in dollars and cents can hardly be estimated."

Now as to the other half of the Goodrich Better Letter Campaign—the part addressed to the stenographer. The central feature here was a booklet of "Suggestions for Stenographers," a copy of which is given to every stenographer when she enters the employ of the company. Those who have been three years in the organization are given a handsome leather-bound copy, the name of the recipient being lettered in gold on the cover. The question of the stenographer's responsibility is put up fairly and squarely to her in a brief preface which says:

A HOUSE IS JUDGED BY ITS LETTERS

If there is any fault which is common to many stenographers it is the fault of working mechanically—the fault of refusing to believe that the responsibility of one who takes dictation is equal to the responsibility of the one who dictates.

The common mistake in most professions and in most lines of business is that of failing to exercise judgment—to employ the highest possible brain power.

Stenographers are no exception. The

(*Continued on page 41*)

EDITORIAL PAGE OF THE NEW YORK JOURNAL

The Evening Journal Circulation Increases 50,000 Daily.

A Big Circulation—And a Bigger Responsibility.

Copyright, 1917, Star Company.

The Evening Journal has just made to the United States Government its semi-annual report on circulation. The net average daily sale of the Evening Journal for six months ending April 1st, 1917, was

825,299

This is the daily NET PAID circulation of the Evening Journal for the past six months. All copies not sold or given away are deducted from this total. In this total are not included Evening Journals supplied to editors, reporters, mechanics and others.

We regret that we have not been able to furnish during the past six months as many copies of the Evening Journal as newsdealers have wanted.

We have, however, made every effort to supply the demand, and the circulation of the Evening Journal for the past six months exceeded the circulation of the corresponding six months of one year ago by

50,695 COPIES DAILY

There is in the United States no daily circulation to compare with that of the Evening Journal. There is no newspaper published with influence to be compared with that of the Evening Journal—not the influence of the newspaper, but of the great crowd that read it and that have created it.

We wish our readers to know that we appreciate, as they do, the responsibility that attaches to so great a family of readers.



Devoted to the Interests of the Retail Merchants in the Small Towns

HOME LIFE RETAILER

Published by the Home Life Publishing Company of Chicago, Ill.

CHICAGO, Ill.

VOL. 1, NO. 1 MARCH, 1917

How Two Million House-Wives Had Trade Sell O-Cedar Polish

Small Town Dealer Says Advertised Products Make for Better Sales

By J. L. Hamilton, Pres. The Advertising Co.

HOME LIFE Creating Big Demand for Advertised Products

Over 5,000,000 Readers

Problems in Printing HOME LIFE Oil-Set Covers

What This Means to You

Here's Where HOME LIFE Helps You

Price of Success for the Retailer Today is Based on Efficiency

EXTRA

Monthly

to

Small Town Dealers

A Most Unusual Service To Small Town Dealers

FOR ADVERTISERS

HOME LIFE goes far beyond conventional co-operation in pushing Advertiser's Products.

360,000 Small Town Dealers are receiving THE HOME LIFE RETAILER annually, shown on the opposite page as reduced from newspaper size, published monthly and reproducing your advertisements without extra charge.

Let us mail you sample copies which show the dealer how to be a Live Merchant, how to display, advertise and profit by selling more of Products advertised in HOME LIFE in over 1,000,000 prosperous homes.

This is really a **forceful, helpful Advertiser's Extra Service,** which costs you nothing extra and is often worth as much again as the price you pay for space in HOME LIFE to tell your story. Write today.

NELSON AGARD, *Publisher*

PUBLICATION OFFICE AND PLANT
J. E. FORD, *Western Adv. Manager*
141 W. Ohio St., Chicago, Ill.
Tel. Superior 3280

EASTERN OFFICE IN CHARGE
A. J. WELLS, *Vice-President*
1182 Broadway, New York, N. Y.
Tel. Madison Sq. 8551

1,000,000 Monthly Guaranteed—$3.50 Per Line

Member A. B. C.

HOME LIFE

The Favorite Small Town Home Magazine



"Now the main point is this —

—the Baby's Number of The Mother's Magazine is the authority on caring for the baby, the summing up of the year's progress in baby lore.

Forms close May 5

best is the one who absolutely and everlastingly refuses to become machine-like; one who takes a personal pride in every letter, a personal interest in all his work; who is just as eager as the dictator that each letter go out neat, clean and mistake-proof.

This little booklet is dedicated to Goodrich stenographers. Its prime purpose is to serve as a guide and a source of information.

It is not issued as a criticism. Far from it. The B. F. Goodrich Company is proud of its stenographic force. But in certain ways we can improve; hence the occasion for what is written here.

A large part of this booklet is taken up with a dictionary of words and phrases peculiar to the rubber industry, with which are included many common words frequently misspelled. Photographic reproductions are included showing letters correctly spaced and punctuated. The stenographer is also told how to abbreviate, how to capitalize and punctuate, and how to care for her typewriter. A standardized list of designations for various types of carbon copies, and a list of rules about spelling, complete the volume.

"This booklet," says the company, "will standardize the stenographic work to such an extent that stenographers regularly assigned to one department can readily fill in, in case of an emergency in another department. They can do this without introducing original innovations or practices peculiar to the man from whom they regularly take dictation.

"The saving of time instructing a beginner and the usual necessity for rewriting letters is hard to estimate."

The two most recent bulletins in the Goodrich series have to do with "Clearness" and "Conciseness" in a business letter. The one on clearness is well summarized in the concluding paragraph, which says:

Organize and plan the wording of your letters. Know what the letter should contain before you start to dictate. Don't make general statements—be specific. Have arguments that are from your reader's point of view—study his situation. Each paragraph should deal inclusively and exclusively with one phase of the general subject. Do not make the transition between paragraphs too abrupt, but see that there is an orderly logical progression of ideas from paragraph to paragraph, and sentence to sentence. Be careful of your grammar and choice of words. Use simple, conversational language—short words that are direct and human.

That conciseness does not mean short letters, but letters which say everything they should without using too many words, is the central thought of the booklet on that subject. A letter is concise, it says,

if it says everything that should be said in the briefest possible way. Conciseness includes brevity, but it also includes completeness. It is less important that the words be few than that each be a definite help in conveying the thought clearly and effectively.

The business man who finds in his morning's mail a letter that covers two or three pages, will very likely lay it aside until the single page letters have received attention. . . . *If the subject matter of your letter permits, by all means make it short.*

As a part of the campaign for efficient letters, it is interesting to note that all correspondence of the company now goes out in window envelopes, these having been substituted for Government stamped envelopes used in the past. It is estimated that $6,000 a year is saved in this way, $4,000 in the main office, and $2,000 in the branches.

While the economies effected and the increased efficiency obtained as a result of a "Better Letters Campaign" in a great organization like the Goodrich company are particularly striking, there is no reason to believe that they are out of proportion to what may be obtained in any business, great or small, as the result of a like effort. One hundred per cent efficiency is probably not obtainable anywhere; but the remarkable improvement secured in the Goodrich organization as a result of not being content to "let well enough alone" should serve as an inspiration to the rest of us if we have been resting on our oars a little in regard to the matter of putting the quality of our letters on a basis with the quality of our product.

Barnhill & Henning, New York, have been appointed to represent the *Fruit Grower*, St. Joseph, Mo., in the East.

Working Up Interest in Demonstrations

Manufacturers of Various Kinds of Goods Have a Good Deal to Learn From Uncle Sam's Successful Methods

ADVERTISERS who may be inclined to pin medals on themselves as champion demonstrators of their goods to the public have, it seems, a good deal to learn from Uncle Sam. He is the greatest demonstrator by a long ways. It is a form of promotion which accords with the Congressman's peculiar sense of propriety, and this doubtless explains why Uncle Sam has become the peerless demonstrator-advertiser that he is.

From the methods used, profitable suggestions may be gleaned. Especially in the rural field Uncle Sam has gotten important results.

With the idea that a concrete case may be more interesting than glittering generalities it may be worth while to look closely into the record of the "egg and poultry demonstrations" of the United States Department of Agriculture. Here is a case where we find Federal demonstration work in its most pretentious guise. A special car has been fitted up—a miniature packing house and cold storage plant on wheels—and this portable demonstration booth is moved from town to town, with stops of a day or two at each "stand" just as a traveling circus covers its route in accordance with a prearranged itinerary.

The nearest approach to paid advertising that the Government uses in stirring up interest in the visits of egg and poultry car is found in posters and placards which are sent ahead to the towns to be visited by the car. These announce that the car will on the placarded date be on a sidetrack convenient to the local railroad depot and that demonstrations will be given in dressing, chilling and packing poultry, and in candling, grading, chilling and packing eggs for shipment.

Personal letters are, in the absence of an adequate advertising appropriation, of necessity relied upon most heavily to work up interest in the egg and poultry demonstrations. Letters are sent to the local newspapers and to the school teachers of each district to be visited with the request in the case of the latter that appropriate announcements be made to their pupils. However, the outstanding feature of the Government's policy in popularizing its demonstrations is found in the studied effort to enlist the active co-operation of all interests that will be benefited by the demonstration, even as the shrewd general advertiser makes consistent use of advertising demonstrations, etc., in his field.

HOW ADVERTISING MAY BE STIMULATED

Thus, in the case of the egg and poultry demonstrations, an important preliminary move is the sending of letters of announcement—invitations to "get busy" in an advertising sense—to all commission men and local merchants at each point who make a business of handling eggs. It is figured that if the Government demonstration results in the use by egg producers of proper candling devices and other adjuncts that will insure the freshness of market eggs, no one will be more benefited than these self-same egg merchants. They ought to put shoulder to the wheel, therefore, to make the demonstration a success just as the average manufacturer who makes a demonstration of a commercial product in any given city is wont to feel that the retailers who handle his line in that city are but serving their own selfish interests in rooting for his demonstration.

By a like appeal on the score of self-interest the Government

The Local Dealer Knows Follow Him

National advertisers who desire to connect up with present day business activity in Baltimore during the big sales months of 1917 should follow the lead of the leading local advertisers for economic results. Local merchants—department stores—furniture stores—specialty shops—shoe stores, etc., etc.,—a long and important list, use more space in THE BALTIMORE NEWS than in any other local paper.

These concerns represent the principal channel of distribution of leading standard advertised goods. Therefore, the national advertiser can well follow the lead of the local dealer in Baltimore.

THE NEWS is a high-grade home evening publication and is read in over 75 per cent of the middle and better class homes of Baltimore every evening. It is the only afternoon paper in Baltimore which carries the full Associated Press reports, and by reason of its strict integrity in the handling of news and editorial departments, the paper has an influence in the Baltimore territory unlike that of any other local paper.

Handsomely printed folder, describing Baltimore in its new era of prosperity, fresh from the press sent anyone interested on request—an interesting piece of business literature for busy advertisers.

For Better Business in Baltimore Concentrate In

The Baltimore News

Net Daily Circulation, March, 93,013

GAIN over March, 1916, over 18,000

DAN A. CARROLL
Special Representative
Tribune Building
New York

J. E. LUTZ
Special Representative
First Nat'l Bank Bldg.
Chicago



We All Eat

And most of us are quite interested in *what* we eat. The wife or mother may be the food purchasing agent for the family, but the father, son and daughter have considerable to say about what she purchases.

So the wise food manufacturer addresses his copy to the entire family, and places it in those mediums which reach and appeal to the entire family.

The Chicago Daily News is just such a medium.

It is an evening paper and is brought into the home at night instead of being taken out of the home in the morning. It is read at a time when the entire family have the leisure to read and be influenced by the advertisements. Moreover its news and features appeal to every member of the family. Proof of this is the fact that The Daily News is read by over 85,000 more families in Chicago and suburbs than any other newspaper, daily or Sunday.

Sellers of food products appreciate all these facts and therefore buy more space in The Daily News on its six publishing days a week than they buy in any other newspaper on the same days.

If you want to reach practically everybody who eats in Chicago follow the example of the sellers of food products.

The Chicago Daily News

Over 425,000 Daily.
"It Covers Chicago."

induces the transportation interests to do their bit to get a "full house" at each stopping point of the demonstration car. Statistics show that in the past there has been a loss of 20 to 30 per cent of the eggs shipped, owing to breakage in transit, due to faulty packing. Naturally it is to the interest of the railroads and other transportation agencies to reduce this waste as much as possible and inasmuch as the demonstrations on the Government car include instructions as to the proper use of fillers and flats and approved methods of stowing cases in cars it is logical that the demonstrator should ask the beneficiary to help round up an audience. In most instances the railroads have not only asked their own employees to attend the demonstration but have also passed the word along to all egg shippers in the territory.

There may be the germ of an idea for some advertisers in one feature of the Government's policy in its egg demonstrations—namely the expedient of using the prospect's every-day material for the demonstration. As a matter of fact it is becoming settled policy in sending out all classes of Federal demonstrators who work in the agricultural field to give instructions that whenever possible they are to conduct their demonstrations with the sort of equipment to be found on the average farm. The egg demonstrators urge all interested persons to bring eggs to the demonstration car for candling and grading. As for the packing part of the programme, instead of successively breaking up and assembling exhibition packages an effort is made to induce the shippers in each locality to send in commercial shipments of eggs which are duly crated by the demonstrators in accordance with their ideas.

Covering a considerable territory by means of a demonstration at a central point is an idea which the Government has developed where the appeal has been to a select audience rather than to the broad public. To illustrate, there may be cited the method employed in introducing a new, simplified system of accounting which the Government experts have devised for the benefit of the proprietors of small grain elevators. Selecting an elevator suitably located the demonstrator installs the new system and once it is in working order all the elevator men within a radius of fifty miles are invited to visit the plant and study the operation of the new utility. It has been found possible by this method to cover territory with rapidity and a degree of thoroughness that would not be practicable under any other plan.

REWARDS TO BOYS AND GIRLS FOR WORK

A clever kink in the Governmental scheme for arousing interest in demonstrations is that whereby farm boys and girls have been induced to look upon what might be termed "demonstration excursions" as a fitting reward for prowess in agriculture. During the past few years it has been quite the custom in all parts of the country to offer prizes to young people on the farms for the best yields of the various crops to which the youngsters have devoted their attention. State, county and township authorities, boards of trade, agricultural colleges and public-spirited individuals have all contributed to the financing of this sort of prize contests. For a time there was a disposition to hang up all manner of merchandise prizes, but latterly, under the influence of the Department of Agriculture there has been a growing disposition to have all awards take the form of personally conducted tours to the national capital, State fairs or Federal or State experiment farms.

Such trips are, in most instances, made to take the form of educational and demonstrational tours rather than mere sight-seeing expeditions. A Federal agent or other "conductor" of duly constituted authority takes the young

people in tow and pilots them from one to another of the incentives to "better farming." At state fairs and at experimental farms a favorite feature of the programme is an impartial, comparative demonstration of the various types of farm-operating machinery that have place in the modern scheme of economic tillage. The boys are shown the actual working of drills, disc harrows, etc., and the girls are given insight into the practical manipulation of cream separators, power washers, canning and preserving apparatus and the like.

MOTION PICTURES IN CONNECTION WITH DEMONSTRATIONS

Uncle Sam has long been a firm believer in illustrated lectures as a means of cultivating the prospective customer. The Government has many things to sell for which practical "demonstrations" in the ordinary acceptance of the term are out of the question because of prohibitive expense. The average young man, resident of the interior, cannot be shown at first hand the daily routine of the life of naval recruits on a United States battleship, and no more can each and every Eastern farmer be enabled to see with his own eyes the evidence of the phenomenal crop yields of the irrigated areas developed by the United States Reclamation Service. Confronted by the exigencies of such long-range salesmanship the Government has resorted to the free lecture to arouse interest. The efficiency of this medium has been materially increased since the advent of motion pictures. To detail how Uncle Sam makes use of motion pictures in his advertising and demonstration work would require several pages of PRINTERS' INK, but suffice it to say that the Government sets such store by this form of publicity that a motion-picture bureau that started as a mere offshoot of a lantern slide division has become one of the important adjuncts of the government.

Working models have been responsible for the success of numerous Governmental demonstrations in cases where it has been impractical to utilize the full-fledged utilities. Take, for example, the case of modern road-building machinery, the use of which the Government is anxious to encourage. Numerous demonstrations of actual road building have been conducted, involving, of course, the use of the latest approved machines, but there have been other opportunities for demonstration work where such literal application was impossible—for example, on the "good roads trains" that swing round the circle from time to time. Under such circumstances the working models of scrapers, road rollers, etc., have proven the next best thing to the real article, and what attention to detail has been bestowed may be surmised from the fact that the Government makes use in this connection of a diminutive stone crusher that actually breaks up material as does its prototype. Working models have played no small part in the educational campaign conducted via Uncle Sam's latest and most ambitious attempt at demonstration—the "Safety First Train," a veritable exposition on wheels.

Annual Dinner of the 23d St. Y. M. C. A. Ad Class

The Class in Advertising at the Twenty-third Street Y. M. C. A., New York, held its annual dinner at the Hotel Breslin on Wednesday evening, April 4th. The principal addresses were delivered by George W. Hopkins, vice-president of the American Chicle Company; Bruce Bliven, of the editorial staff of PRINTERS' INK, and Frank L. Blanchard, the instructor. The dinner marked the close of the twelfth year in the history of the course, which was the first to be established in any Y. M. C. A. in the country. The practical character of the course is shown by the fact that its graduates are now occupying important positions in the advertising field.

Sweeney with Manternach Company

John M. Sweeney, who, previous to his departure for Texas with the Connecticut State troops, last year, to help guard the border, was on the advertising staff of the Hartford *Times*, is now with the Manternach Company, advertising agents, of Hartford.

"Be a Detective" Advertising Fakes Hard to Kill

Post-Office Department Nips a Budding Enterprise of This Class—How It Was Operated

TIME and again the United States Post-Office Department has, by means of a "fraud order," put a snuffer on the operations of a fake detective agency or fraudulent "correspondence school" for embryo detectives, but almost as rapidly as these swindles can be nipped others spring up in their place. Small wonder, either, for there are few fields where the pickings are so rich. To capitalize the imagination of the young man, particularly the young man in the country or the small town, who sees himself a modern Sherlock Holmes, hero of a "thriller" of the movie pattern—this is indeed a bonanza for the operator who scruples not to profit at the expense of his victims' confidence in advertising.

"Be a Detective. Earn $25 to $75 weekly; chance to see the world; all expenses paid. Write Lamont, Box 2206, Boston, Mass." Thus read the copy which brought replies to the detective enterprise that has most recently fallen under the ban of the postal authorities, and that is typical of so many that have gone before, and doubtless of so many that will follow after that it is deemed worth while to call the attention of advertisers and advertising men to an evil that is not doing any good to the cause of correspondence instruction by mail.

Lamont of Boston, the Post-Office inspectors discovered working ingloriously in a bowling alley in the Old South Building. The rôle of king of detectives was distinctly a "side line" with him. However, he had incorporated the Loraine Detective System, with himself as president, his wife as treasurer, and a young girl friend of the family, as secretary. Advertisements were carried in a number of papers that pursue a "no-questions-asked" policy, and a considerable volume of mail in response was received at the Boston post-office ere the Postmaster-General issued a fraud order.

Judge William H. Lamar, Solicitor for the Post-Office Department, has paid tribute to the advertising literature of this detective scheme as being "quite as attractive as it is misleading." When a prospect replied to the advertisement above quoted he received the first of a series of form letters, in which the advertiser extolled "the detective profession" as one of the greatest in the world; described the work as fascinating and remunerative; and declared that to know how to read and write English "is the only education required to become a successful detective."

WHAT THE "COURSE" OFFERS

For the sum of $5 a "complete course of instructions" was offered, consisting of twelve lessons, and assurance was given that a "diploma" would be issued to each "graduate." Emphasis was laid on the fact that the sum of $5 would cover everything, there being no other charges at any time. Accompanying the initial letter was sent "A Booklet for Every Ambitious Man and Woman to Read," which is worthy a place in every museum of advertising.

"We are all detectives by nature," encouragingly starts off the booklet copy, following which, in a quick descent from the sentimental to the practical, the prospect is assured that it is "very common for the beginner to earn $25 a week, while the more experienced man earns $50 to $75 a week." Continuing, the word-painter observes: "This profession is one of the very few that is far from crowded." He speaks of the increase of crime in this day and age, tells of the rewards of $3,000 to $5,000 that are frequently hung up for the apprehension of notorious criminals,

and adds that "hardly any capital is required" to start your own detective agency. The detective is pictured, furthermore, as going from place to place "always in the finest style," living at the best hotels, etc., with all expenses paid.

The booklet confides that the regular price of the instruction course is $25, but for purposes of quick introduction it is offered for a limited time at a price of only $5. A second form letter followed if the prospect did not bite, and finally there was sent a "last call" that no budding sleuth could have been expected to ignore. In this ultimatum it was agreed that upon the payment of only $3 in cash the Detective System would send its complete course, a badge and card of credentials, providing the recipient of this special favor would promise to pay the balance of $2 due out of his first week's salary of $25.

Despite the solemn assurances that there would be no extras the promoter made an attempt, under another name, to secure an additional payment of $1 from each "graduate." Each graduate after having been allowed time to realize that it might require a certain amount of watchful waiting ere he was firmly established as a successful detective, was the recipient, as though from some anonymous well-wisher, of a booklet advertising for sale at $1 a book entitled "Methods of Securing Business." This was reputed to be full of "business getters," and as an extra inducement there was included "The Detective Laws of Different States," and last, but by no means least, a "Revised Encyclopedia of Criminal Slang." It was the operation of this follow-up that caused a fraud order to be issued against the Detectives' Business Bureau of 262 Washington Street, Boston, as well as against the Loraine Detective System.

Lamont, in the conduct of his detective scheme, introduced one feature characteristic of up-to-date practice in fake correspondence school promotion; namely, the intimation that the correspondence school is merely an offshoot of a responsible business concern with a record of success in the field in which instruction is given. The letter-heads of the Loraine Detective System had a "cable address" and all the frills. "Expert Investigations Made by Trained Detectives" seemingly explained the main function of the institution, and the notation "Training Department" on the stationery identified a communication to an amateur detective as originating in a minor department of a detective agency that might be expected to secure employment for any student once he qualified. A form of advertising bait that in the case of several of the "Be-a-Detective" schemes has been held out to small-town prospects is the intimation that the display of a detective's badge will gain for the wearer free admission to theatrical entertainments, etc.

Convention to Be Advertised to the Public

As in past years, the coming convention of the A. A. C. of W. at St. Louis will be advertised extensively, probably in newspapers, magazines, trade-papers, street-cars and on posters, in an endeavor to secure a large attendance of business men, whether directly concerned with advertising or not, at the gathering. The style of layout will be uniform through the series of advertisements, and is unusually striking. A black background serves to bring out the circular space in which the headline is printed and the rectangle beneath it where the rest of the copy appears. The slogan of the convention, "Advertising Lowers Cost of Distribution," is the headline of one piece of copy, while others begin: "Bring Your Facts and Figures to St. Louis June 3d to 7th," "Advertising Visualizes the World's Work," "Advertising Is Americanism," and "St. Louis —Grand Headquarters of the Advertising Armies of the World, June 3d to 7th." In another ad a quotation is made of the remark of Festus J. Wade, president of the Mercantile Trust Company and Mercantile National Bank of St. Louis, that "When we see a man cutting down on his advertising, we cut down on his credit." Mr. Wade will be one of the speakers at the convention. The "Little Red Schoolhouse," which is to be reproduced life-size at the convention, and which is to form the concrete symbol of the work of the National Educational Committee, is also played up in the copy.

As in the past, space will be donated by the mediums for the campaign. The committee in charge, which is under the direction of William C. D'Arcy, will prepare and ship the plates.

WE never could understand the atmosphere of grandness and unusualness and supernatural smartness surrounding the advertising business.

Most of the men making pianos and watches and talcum powder and things, whom we know, aren't so fearfully brilliant.

For our part we think we line up in the advertising business just about like they do in their businesses.

We have the sort of experience and equipment that is frequently very valuable to advertisers—these advertisers have accounts that are frequently very desirable from our point of view.

We like to talk advertising with business men who do not believe that rabbits lay Easter eggs.

CORMAN CHELTENHAM COMPANY INC.
Merchandising Counsel Advertising Service
11 EAST 36TH STREET
NEW YORK
Established 1897


20-MULE TEAM
BORAX
SOAP
CHIPS
FOR USE IN
LAUNDRY & KITCHEN
PACIFIC COAST BORAX COMPANY
NEW YORK, CHICAGO, OAKLAND, CAL.

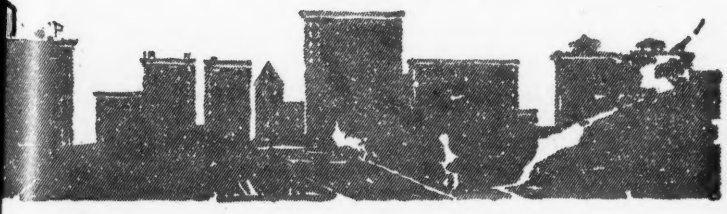
A Monumental Success

The Pacific Coast Borax Company, with the assistance of this Agency, has just achieved a rapid and remarkable distribution with the grocery trade. In five weeks our client, with whom we have daily co-operated, has captured practically the entire New York market with 20 Mule Team Borax Soap Chips. By means of our advertising and merchandising plans, together with strong sales efforts on the part of our client, 96% of the retail grocers have stocked this product. Although the consumer advertising, planned to round out this campaign, only started last week, retailers all over the Metropolis report a big public response. 96% distribution in five weeks—we believe these results will interest any manufacturer who seeks to obtain or increase distribution.

"Service First"

ATLAS ADVERTISING AGENCY, INC.

NEW YORK CITY



COLLEGE OF BUSINESS ADMINISTRATION
Boston University
158

Now that the United States, China and Japan are Allies—

ASIA

is the new magazine in which men of international calibre are interested. It binds together the industrial and political interests of this country and the Orient.

Now, and after the war, Europe and America will be turning to the Far East as the big international goal for commercial and financial development.

Asia is published by an established association of the leaders in Oriental trade, finance and politics in this country. About one out of every sixteen readers of Printers' Ink should send for further particulars.

American Asiatic Association

280 Madison Avenue, New York

Capturing an Expanding Market by "Plunging" on Advertising

How O-Cedar Mops and Polishes Seized the Opportunity Created by Changing Consumer Habits

Based on an Authorized Interview by C. R. Johnson, with

C. A. Channell

President, the Channell Chemical Company

IF a manufacturer is breaking in with a new product, on the merit of which he knows he can rely, what he needs most of all is *courage*—courage to invest in sales and advertising effort whatever sum is needed, even if the advertising appropriation is thereby made larger than the net profits of the business.

That is the salient lesson to be learned from a study of the remarkable growth of the Channell Chemical Company, manufacturer of O-Cedar mops and polishes. From an appropriation of $500 a month to one of $216,000 a year is an increase which most business men would make with fear and trembling. Such, however, was not the attitude of C. A. Channell, president of the company in question, whose personal faith in the power of advertising is responsible for the way in which his company fought for and secured its "place in the sun" in an exceptionally difficult field.

The start of O-Cedar polish reaches back to 1908. About that time a young man landed in Chicago whose available assets were experience, unusual selling ability, fifty dollars capital and an idea. His idea had to do with the possibilities for a new furniture polish. With ten dollars of his capital he rented a dingy room for a month, hung up a sign, "The Channell Chemical Company," and began the manufacture of O-Cedar furniture polish.

The polish made in the morning was demonstrated and sold from house to house in the afternoons. The name O-Cedar then meant nothing. A tactful, rapid-fire shirt-sleeve demonstration that "it cleans as it polishes" on a piece of furniture, however, usually brought a sale. Soon six men trained to demonstrate were traveling out of the dingy office. Introductory sales by demonstration grew into calls on dealers. With growing repeat sales, dealer distribution was gradually developed. For a business starting on a shoe-string, it was an excellent example of what aggressive sales work can accomplish.

"Our business was successful,"



If you would have your furniture and floors admired

Use O-Cedar Polish. First, O-Cedar Polish removes the dust, dirt, grime and scum from all woodwork. Then it brings out the beauty of the grain. O-Cedar Polish is really a beautifier. Finally, it imparts a high, dry, lasting lustre or polish.



Use O-Cedar Polish on all woods, on all finishes, on all woodwork of all kinds. Use it as directed on the bottle. Renew your polish mop with O-Cedar Polish. Always remember O-Cedar "cleans as it polishes."

Channell Chemical Company
CHICAGO - TORONTO - LONDON - BERLIN

25c to $3.00 Sizes
At All Dealers

O-Cedar Polish

ILLUSTRATING ONE OF THE PRODUCT'S USES

explained Mr. Channell, "before we ever started to advertise. But we had to do something to hold the business already obtained. In extending our effort we scattered our shot. Sales certainly would have dragged had something not been done. So we turned to the consumer through advertising to hold our place in the eyes of the trade."

The company, in its first step in national advertising, felt its way cautiously. An appropriation of $500 a month was made for six months. Small space was used in a few women's publications. Returns were encouraging. At the end of six months the appropriation was increased to $3,000 a month. Additional publications were added, and distribution was secured which could not have been accomplished in years, if at all, by old methods of cold selling effort.

STYLE CHANGES AND THE O-CEDAR BUSINESS

In neglecting to observe new market possibilities, many manufacturers pass opportunities over to competitors. But in this instance the Channell Chemical Company had its ear to the ground. This fact, perhaps, more than any other, was responsible for placing it far in advance of competition. About the time it began to advertise, styles in floor coverings were changing. Rugs were displacing carpets. There was more woodwork for the housewife to look after. Sectional floor coverings were not up-to-date unless set off by attractive floor spaces. The spaces thus left beneath furniture caught the dust. From this situation an idea grew. If O-Cedar polish gathered dust from furniture, it would also gather it from floors. Floors offered a bigger market for polish than did furniture. So, borrowing from an old idea, an adjustable mop was introduced.

A solicitor from a women's publication sent his card in to Mr. Channell rather early one morning.

"Why don't you use some color pages?" he asked.

"You'd better wait until I use black and white pages, hadn't you?"

"Why wait? Competition is crowding you all the time—your big chance is in big space. First announce it to your dealers—they will expect it, look for it and act on it. It will strengthen and increase your distribution. No one else has ever done it; if they do your opportunity is gone."

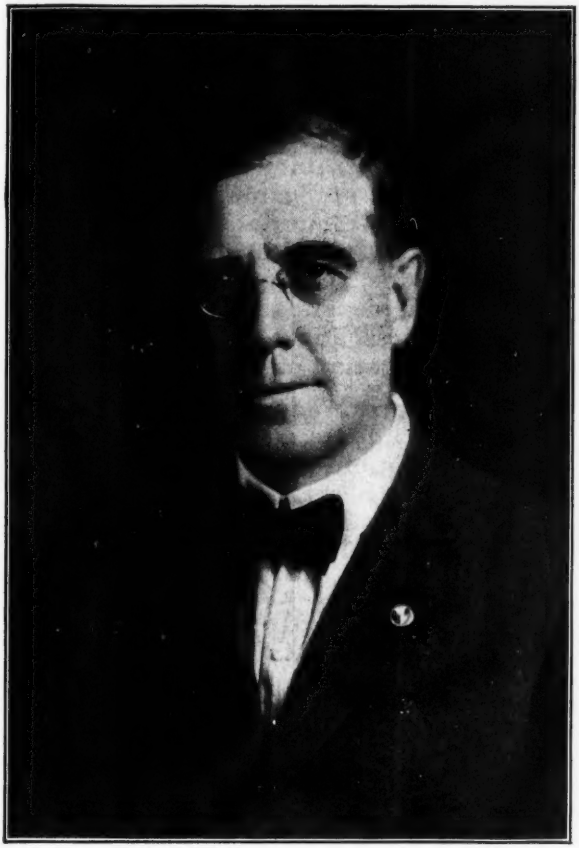
Some little question is involved among advertising men as to whether the idea was sold to Mr. Channell or whether he saw the point and bought. "Experience," said Mr. Channell, "has taught me the folly of being sold. A fellow sold me $70,000 worth of advertising once. It was bad business, but good experience. So I prefer to be a buyer in any transaction."

The suggestion for the use of color pages, however, was opportune for both the solicitor and the company. The opportunity Mr. Channell saw in its use was not to advertise the polish, but a spectacular means of introducing and exploiting the new mop at a most favorable time.

Backed by ordinary black and white copy, the campaign on the mops began in January, 1913, and colored inserts began appearing in publications which never before had used them.

This "plunging" into color pages with an appropriation of $216,000 was first hailed by competition as a form of dementia, and was then viewed with alarm. Excited attempts were made to thwart the effect of the campaign on the trade by describing it as "a parting shot." But there was no stopping the ball that had started rolling. Floors had to be kept in condition. Tired housewives all over the country picked up their magazines, came to the colored inserts, read about the new floor-polishing mop, and decided that it was just the thing they needed. Dealers began to get calls for them. And with the demand for the mops came a demand for O-Cedar polish to go with them. One couldn't be sold without the other, and the polish went on the shelves of dealers who previously had turned it down.

With interest aroused by the advertising, Mr. Channell was not



MR. WILLIAM WOODHEAD, twice President of the Associated Advertising Clubs of the World, publisher of the Sunset Magazine and now in charge of the American Weekly Magazine, a part of the New York American and five other Hearst newspapers, writes Mr. Crowe:—"A pretty fairly thorough investigation, checked up by the experience of a number of years, has convinced me that the Hearst organization offers greater prospects for bigger things than any other proposition I have ever happened across."

New York American

Bring Your Paper Problems to Headquarters

The preeminence of Bermingham & Seaman Co. rests on a solid foundation of unparalleled manufacturing facilities, complete stocks, proven dependability in times of stress, and a nation-wide organization of experts.

National advertisers, mail order houses, edition printers and publishers everywhere regard Bermingham & Seaman Co. as headquarters for anything in the line of paper.

You will find a Bermingham & Seaman Co. office in every large advertising center. These offices are there to help you in solving your paper problems. No matter whether it is a matter of 500 envelope stuffers or five million big catalogs you will receive the same courteous treatment. The success of this business has been built on the service idea.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

New York - Chicago

St. Louis Minneapolis Buffalo Philadelphia Milwaukee Detroit

slow in taking steps to capitalize on it in the fullest measure. The appeal in the slogan, "it cleans as it polishes" in selling polish was enhanced when adapted to selling mops and polish for floors. It was interestingly exploited in the advertising, but its force, as in the lean days of house-to-house canvassing, would be multiplied by public demonstrations. So with an eye to least resistance and volume of consumption, Mr. Channell began demonstrations in department stores in the large cities.

Advertisers looking for levers with which to wedge their products into department stores by way of demonstrations may be interested in his discovery that the big stores are not interested so much in the introduction or display of a product as they are in the question whether or not the profit, or turn-over, will be greater than that already obtained on other merchandise occupying valuable floor space.

"To obtain demonstrations in our store," explained the buyer for a large Chicago department store, "a manufacturer must convince us that he has a good enough product, backed by sufficient advertising, to assure us of a profit over the floor area devoted to other merchandise. The advertising of O-Cedar products convinced us that two demonstration booths would be more profitable than one. Their advertising of the trade-mark has much to do with its sale. Even now, women purchasing polish will examine various brands and ask about prices until they see O-Cedar, which they usually buy."

As an appropriate setting for demonstrations, department stores and all dealers capable of selling $3,000 worth of goods annually were provided with specially constructed booths. These booths were finished in mahogany and were equipped with hard-wood floors for demonstrations. One large Chicago store sold as much as $1,500 worth of polish and mops in a single morning from a single demonstration.

At the end of the year, the advertising and demonstrations had accomplished three purposes, any one of which more than offset any hint of snap judgment in laying out the advertising appropriation. O-Cedar polish aided by the prestige of the mops, soon became unusually well known. O-Cedar mops, first in the eyes of magazine readers, were first in the minds of purchasers. And owing to this good will, the company disposed of 1,500,000 mops and a proportionate quantity of polish in its first year of advertising.

THRIVED UNDER COMPETITION

But this success was not unattended by certain complications which developed during the course of the campaign. While the success of the O-Cedar mop and polish advertising disconcerted many passive competitors, it also served to create the usual army of mushroom manufacturers which swarm at the heels of every advertising success. While Mr. Channell held patents on his device, the antiquity of a mop as a household implement left loop-holes through which ingenious competition was soon crawling. Mops of various shapes and patterns soon appeared on the market by the score. And in the onslaught, O-Cedar products were the target for much bitter attack.

"Aside from our advertising campaigns," explained Mr. Channell, "O-Cedar received no end of publicity from competition. Threats of injunctions, and letters threatening our dealers with legal liability in the sale of the mop on which we held the patents were every-day occurrences. We ignored them all. It was spectacular publicity that the other fellow was paying for. It cost them money and they got nothing for their trouble."

On the heels of the first campaign, $265,000 was immediately appropriated for advertising. With an eye to color value, car cards and posters were used in the new campaign locally to tie up with the national campaign in the women's publications. The company then turned its attention to safeguarding the future. For this purpose no less than $200,000 has

been reinvested each year since.

Like any product affected by piratical competition, floor polishing mops have been shaved, cut and whittled in price, until, in the opinion of both manufacturers and dealers, there is not sufficient profit to warrant any manufacturer exploiting them.

But where the fertility of one field has depreciated, there are others which may be cultivated. Shortly after the campaigns were under way, foreign interest in the company's products became apparent. With a view to cultivating export trade, a representative was sent abroad. The demonstrations finally got the interest of English shop-keepers. Floors in England had always been waxed. The final demonstration that floors need not be waxed established a point of contact. Curiosity turned to action. The spectacular demonstration that "it cleans as it polishes" appealed to the Englishmen and they began buying.

The effectiveness of this selling campaign was illustrated last December when the company shipped to England $52,000 worth of mops and polish on a single consignment.

With demonstrations the company has introduced its products in practically all foreign countries. The export policy is that no advertising is done until the products have been introduced, and have obtained a certain volume in sale. When the product is able to stand alone and earn an appropriation, advertising is considered as special conditions warrant.

In domestic sales, however, where competition on furniture polish is yet keen, the company is intrenching itself behind consumer good-will by continuous advertising. O-Cedar polish is now being advertised in a list of about thirty women's publications and general publications. Color pages are used during spring and fall preceding house-cleaning time. Tying up to this campaign, posters are used nationally during the same periods.

"A product on the dealer's shelf," said Mr. Channell, "is not sold. At least we don't consider it so. We plan not only to create a demand for our products, but to maintain it, so that accruing good will will pay us bigger dividends every day. If 50 per cent of a dealer's calls are for O-Cedar polish, we figure that the dealer will sell 75 per cent."

In capitalizing its advertising, the company is supplementing consumer demonstrations with direct dealer sales effort. Every month the "O-Cedar Bulletin," a dealer organ, suggesting window trims and selling ideas, is sent to 50,000 dealers. Special selling drives are frequently made by offering "deals." These deals do not involve free goods, but in orders of $15 to $50 include special display stands and selling helps which mean increased sales for the dealer when properly linked up to the company's advertising campaigns.

The effectiveness of advertising in reducing the company's selling cost is at once apparent when it is considered that 90 per cent of the company's sales to jobbers and dealers are transacted by mail. Despite this favorable condition, however, the company aims to cultivate trade good-will by personal contact. For this purpose a corps of salesmen is maintained. This year these salesmen will be furnished automobiles to lower selling costs in the small towns and country.

What the Channell company has been able to do in establishing O-Cedar polish should be significant to other manufacturers who imagine themselves situated in competitive fields where it is difficult ever to raise their business above a certain level. As a matter of fact, most of the disappointments in business are due to too apathetic an attitude toward opportunity when it presents itself. In every field there are at one time or another opportunities which a few quick, courageous strokes would seize. The manufacturer who makes them finds himself building sales instead of sizing up the number and caliber of his rivals.

Ostensible Advertising to Men Brings Response from Women

Unusual Type of Copy Wins Distribution for So-E-Z Snap Fasteners—$86,000 Sales from First Trade Paper Ad

DRESS fasteners—to take the place of hooks and eyes—are anything but a novelty in the store's notion department. Probably every jobber has his own brand, and besides there have been several well-known advertised brands on the market. Chief of these was the Kohinoor fastener, made in Austria, which continued to advertise after the war cut off all shipments, in order to keep alive the good will that had been developed. This foreign fastener, true enough, is out of the market temporarily, but without it there would seem to be competition enough for a newcomer. Consequently, the apparently successful effort of a new advertised brand to get a foothold will prove interesting. In one sense it may be said to have entered at the back door, for its initial appeal was made ostensibly to men, although the product, of course, has its sale wholly among women.

The fastener is known as the "So-E-Z," and is made by the Autoyre Company, of Oakyille, Conn. Its sole distributors are A. D. Clark & Co., New York. The first announcement appeared in two trade papers the last week in December, and this advertising sold $86,000 worth of fasteners. Since then full pages have been used in three other business papers and in several women's publications.

In order to get the attention of the women, the first advertisement addressed to them was headed, strangely enough, as follows:

"HUSBANDS UNITE
—DISCUSS WIVES!"

Then followed this novel introduction:

(At the first meeting of the Amalgamated Husbands, it being assured that women were out of hearing, the following discussion took place.)

"Brothers, you who have buttoned, hooked and otherwise fastened up the dresses, gowns, waists and infinite apparel of your wives—listen! All of those moments of torture, hauling, maul-



COPY SHOWING A "MOVIE" OF THE "AMALGAMATED HUSBANDS"

ing, pulling and yanking,—broken finger nails and broken tempers —remember them?

"You are called here together that we may unite in the greatest movement ever inaugurated—a protest against fastening wives' clothing in the old way. We want our freedom!" (Cheers.)

"Does the last speaker mean that we must never fasten our wives' clothing?"

"No; but we must, for our own welfare, demand the easy way of fastening. To that end, gentlemen, we must demand that our wives use only So-E-Z Fasteners on their clothing. It's a sort of Declaration of Independence."

"Has the gentleman found this So-E-Z contrivance the solution of our problem, the panacea for all fastening ills?" (Laughter.)

"Yes, sir; I induced my wife (a very amiable and generally reasonable woman), to put them on. I speak from experience. I say So-E-Z are the kind we men must demand!

"Women are trying to get the vote—let us see whether we still retain enough influence to get them to aid us in our duties as official clothing fasteners. (Continued applause; motion carried unanimously.)"

Following this introduction came a description of the fasteners "with the turtle back—it lies flat and holds like the snapping turtle." In the heavy border surrounding the advertisement turtles are seen in different positions in the act of swimming.

An advertising feature that has helped secure many orders is a large magazine-size booklet, entitled "A Notion Buyer's Plan for Merchandising a Snap Fastener," which was mailed to 10,000 dealers. In telling about the campaign that had been prepared to promote the sales of So-E-Z fasteners, the company says:

"We determined to reach the women with a brand-new appeal that they simply could not resist —that they had to read. We wrote a series of advertisements ostensibly addressed to men! We pretended that the women were not to read or to hear about what we were discussing. Did you ever tell a woman not to do anything and find her following your advice? It's the old story of Bluebeard, who told his wife that she could go in every room but one, and all the rooms instantly lost their attraction except that one."

The booklet contains a lot of helpful dealer suggestions. It tells the talking points of the fastener in such a simple, unhackneyed way that they are apt to be remembered a long time. Copies of several of the advertisements that are to appear are reproduced so that the retailers can note their appealing value. Nine newspaper advertisements, in different sizes, designed for use by the local dealer in his home papers, are shown, together with a note to the effect that electrotypes of any of them will be furnished free of charge by the manufacturer. Display cards and hangers are also offered.

As dress fasteners are sold in large quantities it seems as though the makers and distributors of the So-E-Z snap fasteners have an unusual opportunity to intrench themselves in public favor.

R. J. Sherman Joins Fred M. Randall Company

R. J. Sherman, formerly advertising manager of the Toledo Scale Company, and for several years with the Detroit offices of the Chas. H. Fuller Company, and the H. K. McKann Company, has again entered the general agency field, joining the Fred. M. Randall Company, of Detroit.

Launier with Eastern Motors, Inc.

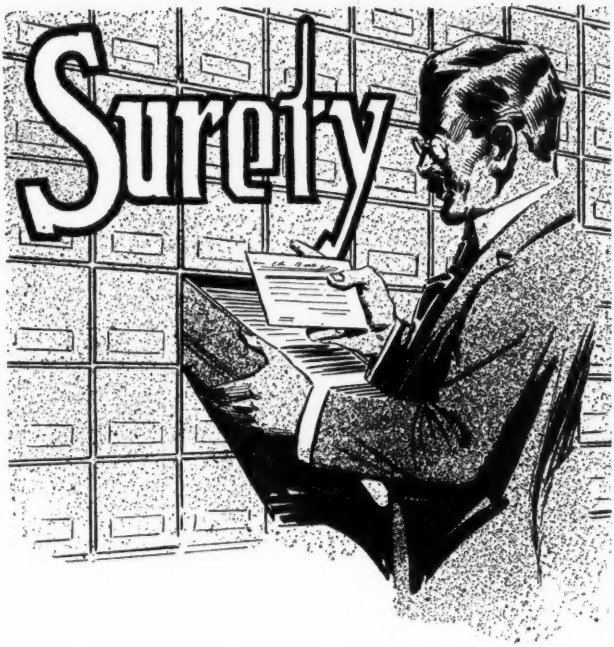
Edward E. Launier has been appointed advertising manager of the Eastern Motors, Inc., of New Britain, Conn. He was at one time in the advertising department of Colgate & Co.

Gray Joins Shuman Agency

Russel T. Gray, for three years advertising manager of the Haynes Automobile Company, of Kokomo, Ind., has resigned to join the Shuman Advertising Company, of Chicago.

Studebaker Headquarters Now in South Bend

The sales and advertising departments of the Studebaker Corporation have been moved from Detroit to South Bend, Ind.



The wise investor in seasoned bonds knows he'll get his income.

The wise advertiser enjoys an equal assurance of return when his advertising investment has back of it the largest earning power in the country—that of the Central West represented by the readers of

The Plain Dealer

First Newspaper of Cleveland, Sixth City

Western Advertising Representative
JOHN GLASS
CHICAGO, Peoples Gas Building

Eastern Advertising Representative
JOHN B. WOODWARD
Times Building, NEW YORK

GOOD HOUSEKEEPING—*An Institution*

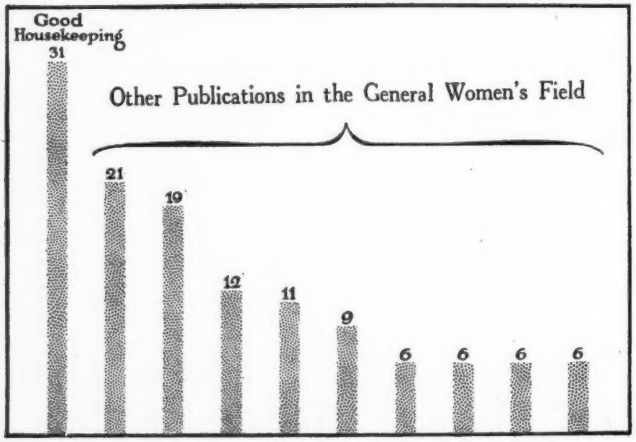
IV.

Furnishing Good Housekeeping's Half-Million Homes

BETTER homes is the keynote of the influence Good Housekeeping exerts in the selection of furniture and furnishings.

The receptiveness of the Good Housekeeping reader to matters pertaining to comfort, harmonious treatment, and appropriateness of furnishings for her home makes the selection and purchase of such merchandise a subject of vital interest to her.

It may be furniture for the dining room, for the bed room or for the porch, as well as



Number of accounts in house furnishings carried during 1916 by leading magazines in the general women's field.

equipment for the kitchen that Good Housekeeping serves its readers to choose and to purchase.

To plan a summer porch—to curtain a room—to make the dining room distinctive—or to show personality in the living room—authoritative articles on subjects like these are part of Good Housekeeping's regular program.

Furniture and Furnishings Advertised in Good Housekeeping during the yr. 1916

	Accounts
Furniture . . .	10
Kitchen Cabinets	7
Pictures . . .	1
Beds, Springs, Cribs	8
Chests	1
Floor Coverings .	4
	31

Back of these pages is the same ideal of service that characterizes Good Housekeeping throughout—that is making its suggestions constantly applied in the furnishing of new homes.

How influential a factor Good Housekeeping has been in the merchandising of furniture and home furnishings is shown by the accompanying chart.

There are nearly a half-million Good Housekeeping homes. What part should *your product* play in contributing to the completeness of these homes?

GOOD HOUSEKEEPING

119 WEST FORTIETH STREET, NEW YORK



THREE ISSUES

THERE will be three important business meetings of textile mill men this spring. These meetings will be reported in TEXTILE WORLD JOURNAL as shown above.

Industrial advertisers will recognize here a sales promotion opportunity of more than the ordinary value.

If you are not acquainted with the business conditions which make a Convention Issue of TEXTILE WORLD JOURNAL one of the most efficient sales mediums known to industrial advertising, we invite your inquiry.

The textile mill trade is a big field and TEXTILE WORLD JOURNAL is the big way of reaching it.

TEXTILE WORLD JOURNAL

New York Boston Philadelphia Chicago Greenville, S. C.

Member:
Audit Bureau of Circulations
Associated Business Papers, Inc.

Does Consistent National Advertising Make Guarantee Superfluous?

Viewpoint of One Concern in Dropping Its Guarantee

By Albert L. Gale

[EDITORIAL NOTE: When a strong national advertiser breaks away from precedent, the fact is worth recording as showing the beginning of a possible tendency. But is this advertiser right? Are his premises well taken? Is there any weak link in his logic? This advertiser's action doubtless will provoke comment and general discussion.]

ONE of the largest manufacturing concerns in the country decided recently to drop the word "guarantee" from its label and its advertising. The reasons back of the change not only open a field for interesting inquiry, but suggest the question of the general value of the so-called "guarantee" either in advertising or direct sales effort.

This particular company has decided to do away with "guarantee" because it has proved to be a source of real annoyance. In other words, buyers of this product have shown such a tendency to regard the guaranty as a protection against even their own carelessness that endless trouble in making settlements and adjustments, based upon complaints, has resulted.

It has been proved to the satisfaction of this concern that the guaranty is often taken advantage of by those who have been guilty of injuring an article which was perfect when they received it, and which would have remained useful under ordinary treatment.

Again, this concern has come to consider the use of the word "guarantee" undignified—at any rate, on the part of a company that is as old and as well known as this one. The theory advanced by the officials and their advertising advisors is that the name of the company is in itself a guaranty of quality and service; that it is, in fact, the *best* guaranty; that no protestations it might make in its own behalf could approximate the strength and influence of the company's trademark and its corporate name, built into a position of power by means of advertising.

This subject resolves itself into a most interesting psychological study, for only a moment of reflection is required to prove to one's satisfaction that it is constant, consistent *advertising* which alone removes the need for the use of the word "guarantee" or anything like it.

Advertising eventually becomes its own guaranty — and it is worthy of note that the business referred to did not appreciate the fact that it could afford to drop the word "guarantee" until after it had become a national advertiser. It is now justified in feeling that its name is a full guaranty, and that the use of the word is as liable to be objectionable to some as a man's assertion that he is an *honest* man would be to a banker from whom he was asking a loan.

GUARANTEE IS STILL IMPLIED

The value of a guaranty is measured by the reputation of the manufacturer and by the service he renders, and after these have become well known the *pledge* of service and quality begins to lose its importance. Its real merit, then, lies in the fact that the guaranty is implied rather than spoken.

The manufacturer referred to does not attempt to advance the theory that the word "guarantee" has lost its value to all lines or departments of business. Some of this concern's goods are sold to farmers, and its officials fully appreciate the worth of the word "guarantee" among the small-town and rural classes, particularly when it is used by the retail dealer. In fact, a question very commonly heard in such com-

Mobilize
YOUR SURPLUS

IF YOU have a surplus, now is the time to mobilize it. Make it work. It will work double time, for this is the time when timid competition and thin-legged structures wobble. Only the man who dodges opportunity because it looks unpleasant—from the rear—thinks he is making progress while he stands with the element that is "waiting for the war situation to clear up." ¶ You'll never make the dollars your indecision is costing you this week. You'll never be any better able than right now to meet competition—confronted as it is by your same problems. If you want to see some indisputable evidence of what a strong *conservative* aggressiveness will do, and has done, in times like these, we have the facts ready to show you.



WE STARTED our business in 1914, just one month before the war started. It made us make good. We welcome a test time like this. It uncovers the kind of people we want to work for on any sort of advertising or sales problem.

Our booklet, Slants IV, is the object of an article in this month's Postage. Shall we send you an original copy?

Berrien-Durstine, INC.

25 West 45th Street, New York

munities is—"Is it guaranteed?"

That question, it will be admitted, is asked far less frequently when goods of known quality—trade-marked and advertised goods—are being examined. In cases where reputation has not yet been completely established by means of advertising, the use of the word "guaranteed" is still in line with good business judgment. To back up the word of the salesman, or to back up goods that are not well known, the word has its value. But advertising soon replaces that value with something more worth while.

Troubles of Paper Manufacturers

In a bulletin recently sent out by the News-print Manufacturers' Association to its members attention is called to the difficulties encountered in obtaining supplies of wood pulp and coal and in securing cars in which to ship the finished product. The combined mill stocks on February 17th amounted to 7,325 tons as compared with 6,957 tons on March 17th, or a decrease of 368 tons. As the mill stocks on January 27th amounted to 4,853 tons, the increase on March 17th was 2,104 tons, due to the inability of the mills to make shipments because of the scarcity of cars. One of the New York State mills states that the shortage of wood pulp has compelled it to close down several times since January 1st. The difficulty in getting logs to furnish sufficient wood to keep the mills busy is ascribed to the scarcity of labor in Canada. The price of wood pulp has advanced to about $50 a ton, which is regarded as prohibitive. Low water in Canada is also blamed for a part of the trouble.

Pilgrims Back of Patriotic Dinner

The Pilgrim Publicity Association, Boston, is in charge of a National Defense Dinner, to be held in that city April 18th, at the South Armory. Former Ambassador Gerard will be the chief speaker. Other guests will include the Governor of Massachusetts, Mayor of Boston, and officers of the Massachusetts Committee on Public Safety. The advance announcement states that the dinner is to be the "biggest affair the Pilgrim Publicity Association has conducted since the Boston Convention."

Frank Seaman, Inc., has discontinued its Detroit office and will open an office in Chicago.

Advertises Aeroplane Tubing

Recently the Empire Art Metal Co., Inc., College Point, N. Y., took a full page in the *Iron Age* to advertise aeroplane tubing. William C. Lange, secretary of the company, tells PRINTERS' INK that there are a large number of new manufacturers entering the aeroplane field, which warrants the advertising of a line which seems to be so highly specialized. "In our opinion," says Mr. Lange, "the manufacture of aeroplanes is at the present time merely in its infancy and we predict a bright future for it.

Nevada Enacts Printers' Ink Model Statute

House Bill 199, Laws of 1917, recently signed by the governor of Nevada is the "PRINTERS' INK Model Statute against fraudulent advertising with a few minor verbal changes. It provides that "any person, firm, or any officer or managing agent of any corporation or association" who violates it shall be guilty of a misdemeanor. Penalty: a fine of $50 to $200 or imprisonment in the county jail for 30 to 90 days, or both.

Gustave Gude Represents Chicago "American"

Gustave Gude has been appointed Eastern representative of the Chicago *American*, with headquarters in New York. He has been connected with the Hearst organization for a number of years, having been associated at different times with the *American Weekly Magazine*, the New York *American* and foreign service.

"Inland Storekeeper" Sold to Black Pub. Company

The Black Publishing Company, New York, publisher of the *Dry Goods Guide*, has purchased the *Inland Storekeeper*. William G. Palmer, formerly vice-president, will continue in the same capacity under the new ownership; the other officers will be Dexter W. Hewitt, president; Elisha Hewitt, secretary and treasurer.

"Evening Mail's" Frolic

Following the closing banquet of the American Newspaper Publishers' Association on the evening of April 26th, the New York *Evening Mail* will entertain newspapermen and advertisers at the Century Roof at a performance in the "Cocoanut Grove." A similar "frolic" was given last year, at which 700 guests were present.

R. H. Andrews with Bond House

Robert H. Andrews, formerly Eastern advertising manager of *Today's Housewife*, New York, is now associated with Hemphill, White & Chamberlain, a bond house of that city.

The Stephens Bill Is Re-introduced

All the Familiar Features of the Old Bill Retained—Prospects of Favorable Action Depend Upon Whether Congress Continues Session Through the Year—The "Kelly Bill" a Similar Measure

Special Washington Correspondence

ON the first day of the first, or extra, session of the 65th Congress, Representative Stephens of Nebraska came promptly to bat with a reintroduction of his widely discussed price-standardization bill, which did not get out of committee at the last session of the 64th Congress. The new version of the measure is H. R. 212, and it is officially designated "A bill to protect the public against dishonest advertising and false pretenses in merchandising," no concessions, it will be observed, having been made to the criticism by foes of the bill who have protested that the use of the word "advertising," as indicative of the purpose of the bill, is a misnomer.

The bill which has reappeared retains all the familiar features of the old bill sanctioning the prescribing of uniform prices and manners of settlement for all articles of commerce put out under trade-mark or special brand. As heretofore, the plan requires the filing with the Federal Trade Commission (registration fee $10) of schedules of prices which, in the case of each trade-marked product it is proposed shall be observed in sales to wholesalers; retailers and ultimate consumers. As in the former bill there is provision for disposal sales at other than the regular prices, and procedure is prescribed whereby bankrupts, dealers retiring from business, etc., may close out stock by means of price concessions in the event that the original vendor does not exercise his option to buy back the goods at the price originally paid.

With a true spirit of preparedness, Representative Stephens reintroduced his pet measure, but neither he nor other friends of the bill are at all sanguine that it will have attention at the present session of Congress. The bill has been referred to the Committee on Interstate and Foreign Commerce, of which Judge Adamson continues as chairman, and most of the former members remain, who, with the chairman, are strongly opposed to the Stephens Bill.

It is not even certain that the Commerce Committee will organize at the present Congressional session. If there is sentiment at the Capitol in favor of a comparatively short session, say, one of three months' duration, during which the national legislature would provide the sinews of war and then go home and allow the executive branch of the government to prosecute the war, it is dollars to doughnuts that the Stephens Bill will not have a chance. On the other hand, if it is accepted as logical that Congress must stay in session continuously during the war, or at least through the summer, then, in the interludes of war legislation, there may be opportunity for special legislation such as that proposed by the Stephens Bill. The Member from Nebraska continues a member of the Commerce Committee and he tells PRINTERS' INK that if the committee is organized he will push his bill for early consideration. In any event, it is unlikely that there will have to be further hearings on the bill on the House side, the record of the hearings of the past winter being assumed to cover every angle of the subject.

Another bill, somewhat similar in purpose to the Stephens Bill, has made its appearance at the present session. This is H. R. 44, introduced by Representative Kelly of Pennsylvania, who has been conspicuous in his advocacy of the manufacturers' right to standardize resale prices and made that an issue in the campaign that recently resulted in his re-election. The Kelly bill is avowedly designed "to protect the public against false pretenses in merchandising under trade-mark or special brand of articles of standard quality.

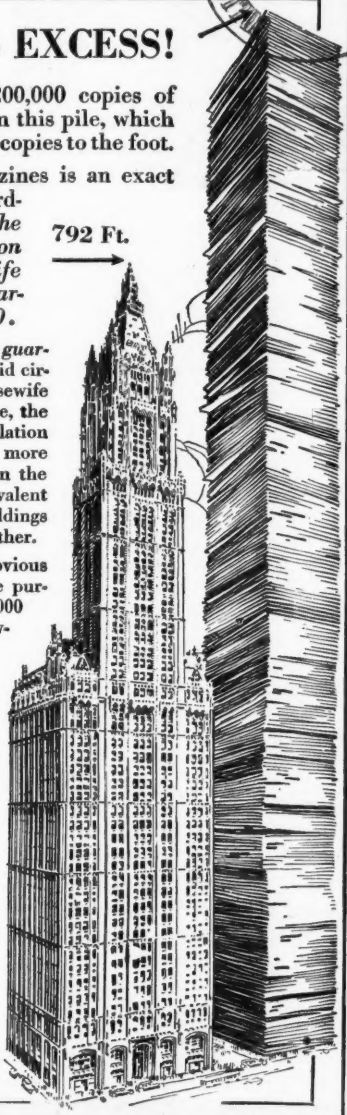
SCHOOL OF BUSINESS ADMINISTRATION
Boston University
69

980 Ft. of PAID EXCESS!

There are only 200,000 copies of Today's Housewife in this pile, which is 980 feet high—204 copies to the foot.

This pile of magazines is an exact representation, according to scale, of only *the excess paid circulation of Today's Housewife over and above the guarantee of 1,100,000.*

792 Ft.



This means that if the *guaranteed portion* of the paid circulation of Today's Housewife were included in this pile, the present total paid circulation would tower 6,370 feet, more than a mile straight up in the air, or to a height equivalent to eight Woolworth Buildings piled one on top of the other.

Why not seize this obvious opportunity to reach the purchasing agents of 1,300,000 buying families at the lowest selling cost in the history of advertising.

MORE THAN A MILLION STERLING CIRCULATION

H. R. REED
Advertising Director

Today's Housewife

461 FOURTH AVENUE
NEW YORK

Member
National Periodical Association
Audit Bureau of Circulation

410

410,576 was the daily average circulation for March, 1917, of the
Chicago Evening American

During the past three years the circulation of the **CHICAGO EVENING AMERICAN** for the six months' period ending March 31st, was as follows:

1915	**354,889**
1916	**384,204**
1917	**392,279**

In the Chicago Evening American every advertiser pays the same price for similar space and service—one man's money is as good as another's, goes just as far and buys just as much.

None of the advertiser's time or energy, therefore, need be wasted in an endeavor to get something better than the best there is—all of his time and energy may be used to follow his own natural preference, to make his advertisement attractive and convincing, to make *his* message an integral part of *our* message; to

Follow The American
into the Home!

CHICAGO AMERICAN

576

410,576 was the average daily circulation for March, 1917, of the
Chicago Evening American

MARCH GAINS
DISPLAY ADVERTISING

During March 1917, Chicago's two most widely read evening newspapers printed 670 more display advertisements than they printed during the same month last year—aggregating 228.92 more columns.

Of this combined March Increase the EVENING AMERICAN Contributed 475 Advertisements and 132.30 Columns—being 71% of the total number and 57% of the total columns in the combined increase named.

THE EVENING AMERICAN, which neither solicits nor accepts "want ads" or classified advertising, is grateful for this valued indorsement from Chicago's merchants and the country's general advertisers.

CHICAGO AMERICAN

THE WORLD

SWEEPS ASIDE ALL RECORDS

FIGURES for the first three months of 1917 stamp The New York World as advertising leader by a wide margin. In March alone The World carried 1,188,645 lines, a gain of 188,061 lines, and the greatest volume carried by any New York newspaper.

Record from Jan. 1 to Mar. 31

	VOLUME Lines	GAINS Lines
WORLD	3,409,882	552,348
Times . . .	2,878,960	287,218
Herald . . .	1,899,367	125,862
American	2,292,315	20,703

March's Great Pace

	VOLUME Lines	GAINS Lines
WORLD	1,188,645	188,061
Times . . .	1,022,046	113,909
American	768,984	21,580
Herald . . .	651,691	67,557

Productive results from a dominant newspaper are responsible for these remarkable gains.

THE NEW YORK WORLD

First in the First City

Have You a Side-Line That Might Take Nourishment?

Here's a Little Sister That Developed Sudden Growing Pains With Thoughtful Treatment

HAVE you a little by-product, side-line or some such sister around your place that isn't thriving? Prescribe some advertising and watch her sprout.

Last summer the marketers of the Auto Vacuum Freezer had a fibre-board trouser press in their office which wasn't of much account. They decided to advertise it, and to date have sold some 55,000 at a dollar apiece, with no previous distribution to speak of. Last July they took a half-page in a business publication as a feeler. To-day they are running copy in some thirty-five national and trade publications, augmented by hard-hitting drives in big newspaper space to concentrate distribution work.

The product is Leahey's Heatless Trouser Press, which presses pantaloons while its owner sleeps.

By October last, eight national and two trade papers, the latter reaching the Chicago territory, were at work seeking to get mail orders as a basis on which to induce dealers to stock. The trade papers were used to prepare the way for the concentrated newspaper drive which started in Chicago early in December.

A marked characteristic of the local campaigns was the trade influence of daily newspaper advertising in the local territories. On Sunday, December 3, a full-page advertisement appeared in a Chicago newspaper, listing twenty-two stores which had stocked the goods and eight stores where demonstrations would be held. It also named a few stores in surrounding cities and states. On Monday morning one of these stores sold 591 of the pressers.



THIS ADVERTISEMENT HELPED GET MANY NEW DEALERS

Three days later, another advertisement occupying seven-eighths of a page listed fifty-six dealers in Chicago and surrounding territory. On December 8, in three-quarters-page space, the company announced (and named) seventy-one dealers. Another full page was run on December 10—this time 105 dealers—and the last advertisement which appeared, a half-page two weeks after the start of the campaign, listed 160 retailers.

These advertisements incidentally drew a great many mail orders from spots outside of Chicago or the other neighboring cities.

On February 11,

1917, the company ran another full page in Chicago, this time listing the names of 275 dealers in cities of Illinois and neighboring states—Wisconsin, Michigan, Iowa and Indiana. To date the Chicago territory and two salesmen have produced 22,000 sales.

The campaign has been extended to Pittsburgh, Detroit, Toledo, Cincinnati, Denver, St. Louis, Boston, Washington, Providence, Fall River, and opened in Kansas City around Easter. The Boston campaign also produced a number of mail orders, about 700 being received at the New York office; considerable when it is borne in mind that this was a newspaper drive.

The standard announcement in most of these cities occupied 550 lines for the first two ads, followed by four of 200 lines each. Copy appeared in from one to three papers in the separate cities.

It is planned to extend the campaign to other cities as the salesmen can make them, and also to follow up the advertising in these cities already developed. This is because the company figures that with the shedding of his overcoat a man's interest in a trouser crease increases.

EXPANSION OF MAIL-ORDER BUSINESS

All the time the national mail-order campaign has been growing, not so much to produce direct orders as to prepare the way for distribution and the localized efforts when such arrive. Coupons have been used in the case of the national copy to get dealers' names, and also the names of possible prospects, and dealers have been circularized with literature based on the success of the Chicago campaign and the national copy.

The most successful piece of copy, so far as results can be traced to any single advertisement, has been the one showing the old tailor with his radiating sadiron, and the young man, with trouser press in hand saying "No more hot irons can press my trousers."

Much capital has been made of the West Point cadets' "heatless" method of getting a knife-like crease in their pants, although these methods are not described. As a matter of fact, the cadet presses his trousers between mattresses while he sleeps.

"Enlist now in the 'West Point Trousers Army'" advises one piece of copy showing a young man in "mufti," looking at one of those sidewalk standards used in recruiting, beside which stands a cadet in dress uniform. Another such advertisement shows a long line of uniformed legs stepping out, each trouser leg with a razor-edge crease.

Other copy appeal has been used. "Press mine, too, daddy," shows a little boy in pajamas extending a pair of knickerbockers to his father, who, also in night attire, is fixing his trousers in a press.

So far in the magazine mail-order campaign, for every dollar invested, the company has got back $1.75, and made a profit.

Kitchener, Ont., Manufacturers Advertise

Before the war Kitchener, Ontario, was known as Berlin—"Busy Berlin." Public opinion forced a change of name, but unfortunately conflicting interests aroused racial strife that ended in a serious riot. This reacted very seriously on all manufacturers located in this city. The very mention of their city was offensive to most Canadians, but gradually it became known that "the British League" of Kitchener was loyal and reliable. To drive this fact home to the public the League has turned to advertising and is now running a campaign to win back the pre-war popularity.

A trade-mark has been agreed upon, which will be attached to all shipments made by members of the organization.

L. E. Delson Joins Kiernan Agency

Frank Kiernan & Co., advertising agents of New York City, have appointed Louis E. Delson director of service for financial institutions. He was formerly assistant general manager of the Chicago office of Albert Frank & Co.

Van Cleve Company Opens Office in Rochester

The Van Cleve Company, New York advertising agency, has opened an office in Rochester, N. Y., in charge of Horace E. King.

Give These Reasons to Your Dealer Who Asks, "Why Advertise?"

A Compact List of Points Which Any Dealer Can Prove Out for Himself

By M. P. Gould

[EDITORIAL NOTE:—This list of reasons why a merchant should advertise is useful because it summarizes in compact form various familiar points. "What are the economic reasons for advertising anyway?" ask some skeptical dealers. Prove the sound bases of advertising for the retailer himself and you have proven the soundness of national advertising. This handy list, reprinted by permission from the *Druggists' Circular*, will be useful.]

IT is perfectly proper for every retail druggist to examine and investigate thoroughly as to whether advertising does reduce his cost of doing business and make it possible for him to reduce his selling cost to the public. And if so, what is the best way to go about it?

The following are some of the sound reasons, both direct and indirect, why advertising reduces the cost of doing business for the retail druggist:

1. Advertising increases the volume of business, thereby increasing the volume over which the general overhead of the business is to be spread, and, therefore, increases the percentage of profit to the druggist on each individual article which he sells. For example—if I sell $10,000 worth of drug store goods and it costs me $4,000 per year to run my place, my general overhead is 40 per cent. If, however, I can do $20,000 worth of business by increasing my overhead to $5,000, then I have reduced my general expenses to 25 per cent instead of 40 per cent. Now, if I can increase my business to $30,000 by increasing my overhead to $6,000 I have reduced my general overhead to 20 per cent, at which figure I am only spending one-half as much money to do business per dollar of business done as I paid when I did only a $10,000 business. My profits, therefore, will be on the first $10,000 of that year $2,000 additional—$2,000 difference on the second $10,000 and $2,000 difference on the third $10,000, or a total of $6,000 additional profit, which I would make because I did $30,000 worth of business instead of $10,000. Hence, if I advertise to the extent of $2,000, the difference between $4,000 and $6,000, in order to increase my business from $10,000 to $30,000, I would, thereby, increase my own profits $6,000 that year. If I were willing to do so I could share half of that $6,000 with the public by reducing the selling price of my goods in order to cut off $3,000 from the selling price. Even then my $2,000 in advertising would increase my own profits $3,000, give me a bigger business, and win the public more strongly to my store.

This is the very process that is being used every day and every year throughout the United States by the enterprising manufacturers, wholesalers and retailers who are advertising in order to increase their volume, so that they can increase their profits, share their profits with the public, reduce the cost to the consumer and thereby create an economic gain for the public and for themselves.

HELP TO CLERK

2. Advertising helps your clerk to be more successful for you. The clerk is human. He likes to be successful. He likes to increase his sales.

But there is a deeper reason and more fundamental than that. You lose money on every poor salesman. The profits which you make on the work of the good salesmen have to go to make up the losses on poor salesmen. Your advertising helps the poor salesmen to be successful as well as the good salesmen to be more successful. You thereby create success for all of your salesmen, thereby reducing the losses which

you have from poor clerks, and if you are careful in the selection of your men, you gradually get a force of clerks all of whom are successful for you. This, no one need tell you, is greatly to be desired in every drug store. The nearer you can approach to such a condition, the more successful your whole store is, the better service you can give to the public and the lower you can make the prices to the public and still keep an increase in profit for yourself.

3. Advertising by making your clerk successful brings to your store a better class of employees, both as clerks, soda fountain dispensers, porters, stenographers, telephone operators, prescription dispensers, managers, etc. In this day every line of business has found that the more efficient every phase of human labor can be made, the more economical is the operation of the business. Therefore, advertising by helping the clerk and by bringing to your store a better class of all employees helps to reduce your cost of doing business, thereby reducing the cost of living to your customers.

4. All good drug stores depend, to a great extent, on the good will and recommendation of the doctor. Ill will, hard feeling, dissatisfied customers, word-of-mouth condemnation—all are frequent sources of failure and bankruptcy among drug stores. These are the sand in the gear box which spoil the machinery. Elimination of friction and the introduction of lubrication are great factors in success. Your advertising, if well conceived and executed, will win a constantly increasing degree of good will and co-operation from the medical profession, thereby getting business for your store at a very minimum of cost and getting it on such a basis that it will be permanent. Such advertising can comprise newspaper advertising, posters, fence signs, letters, mailings and all other forms of advertising. It all influences the doctor, if you do it in the right way, and helps to create one more agency for directing trade to your counters. The hardest work of a beginner is to build up an organization. The most valuable part of a successful store is the organization which has been built up and worked constantly for its success.

Advertising helps to win and hold the good will and co-operation of nurses. The doctor goes rapidly on his calls from one home to another. The nurse stays in one home from a week to a year at a time. If there are twenty nurses in your neighborhood and you by your direct letters and mailings to them, as well as by your good treatment in the store and your newspaper advertising, have won their confidence and belief in your methods of doing business and in your personal treatment of them, then you have added to the influence which the doctors are constantly exerting in your behalf, that other influence of the doctors' chief assistants—the nurses.

The wise business man never stops thinking and planning that he may get all of the agencies of development at work in his behalf. He does not want to alienate even the smallest factor which may keep business away from him. He wants to make everything work smoothly and all run naturally toward his store.

ENTRENCHES THE DEALER AGAINST COMPETITION

5. Advertising helps the druggist to hold his own against old competition and keep out new competition. One big successful store can so reduce its cost of doing business proportionately that it can supply the public at a lower cost for goods than can three unsuccessful stores, each with an excessive overhead and a minimum of profit. The public makes an economic gain when the druggist in a neighborhood appropriates money to advertise his store successfully enough to increase its volume, reduces his cost of selling and shares the increased profits with the public by reducing the selling price of his general merchandise.

6. The successful advertising

(*Continued on page 81*)

Since January first we have had to increase the printing order for

Physical Culture

20,000 copies.

We printed 126,000 copies of the February issue.

That wasn't enough.

So we printed 136,000 copies of the March issue.

That number was nearly 10,000 short of the demand.

So we printed 146,000 copies of the April number.

Now, if we were printing a magazine devoted to fiction or current events or something of that sort, an increased demand of 20,000 copies wouldn't mean much, and we probably wouldn't even mention it. One fiction article by a prominent author or an article on the war or politics by some leading authority would be sufficient to bring about such an increase.

But with PHYSICAL CULTURE it's different.

PHYSICAL CULTURE is devoted to health—just health. Which fact, taken into consideration with the increased demand of 20,000 copies, means that just 20,000 people have suddenly come to realize that their health requires attention and that PHYSICAL CULTURE is the place to go to find out what kind of attention it needs and how to administer it.

This is not a fly-by-night increase. It is pertinent, positive, and permanent

PHYSICAL CULTURE attracts by its editorial policy and in no other way.

As an advertiser, are you interested in circulation that is obtained through editorial appeal?

PHYSICAL CULTURE PUBLISHING CO.
Flatiron Building, New York

(PHYSICAL CULTURE for June will go to press May first)

Up 100,118 Daily
Up 26,582 Sunday

The following figures explain themselves:

(Sworn statements of the average net paid circulation of the Boston Daily and Sunday Globe as required by the Act of Congress of August 24, 1912, for the six months periods noted below.)

	NET PAID DAILY	NET PAID SUNDAY
For the six months ending March 31, 1914 -	156,711	276,010
For the six months ending March 31, 1915 -	226,823	289,437
For the six months ending March 31, 1916 -	243,459	298,993
For the six months ending March 31, 1917 -	256,829	302,592

In considering the Boston field, the purchasing power of the Globe's circulation should always be considered.

The Globe is read by the best people in all walks of life in the territory in which it circulates. The bulk of the Daily Globe circulation and a large proportion of the Sunday Globe circulation is in the Boston Shopping District.

Over 268,000 Daily
Over 314,000 Sunday

March Breaks All Records

The circulation of the Globe for the month of March was greater than that of any other month in the paper's history.

The net circulation of the Boston Daily and Sunday Globe as returned to the Audit Bureau of Circulations for March, 1916, was—

	DAILY	SUNDAY
PAID . . .	268,505	314,473
UNPAID . .	3,121	1,541
Total NET	271,626	316,014

During the three months period, January 1 to March 31 inclusive, the Globe

1. Printed 2,162,961 lines of all kinds of advertising. This was larger than the total of any other Boston paper.
2. Printed 316,763 lines of automobile and accessory advertising. The second paper printed 263,685 lines.
3. Printed 111,977 want and classified advertisements. This was 70,947 more than were printed in the second Boston paper.

Why

does HARPER'S MAGAZINE carry

MORE AUTOMOBILE ADVERTISING
MORE ADVERTISING OF MUSICAL INSTRUMENTS
AND
MORE PRIVATE SCHOOL AND COLLEGE ADVERTISING

than any other periodical of its class?

Because

It has the largest net cash paid circulation of any periodical of its class and is edited now, as it has been for the past sixty-seven years, for the sole purpose of interesting its friends.

In advertising cash revenue the May issue exceeds that of *any number* published during the past ten years.

Advertising rate $237.50 per page if three pages are used within a year.

Thirty-five cents a copy—Four dollars a year

1817—HARPER & BROTHERS—1917

druggist not only attracts his local trade, but he attracts the attention of the manufacturer, who is looking for a retail outlet in his locality. That manufacturer not only will sell him goods at a lower profit, because of the larger volume which he buys, but he will in many cases make that retailer his exclusive agent, or his special agent, because of the progressive business method of the retailer. This enables the retailer to carry an extra large stock of this manufacturer's goods, thereby giving the public a still greater benefit as an indirect result of his advertising to the public.

In finance the one great controlling factor is confidence. If the manufacturer gets a report from his salesman that the retailer is growing and increasing every year, getting a better store, has a reputation of paying his bills very promptly, then the manufacturer is willing to give that retailer his best price, because he feels that he is not running the risk of losing by non-payment for the goods which he is shipping to him. That gives the public the benefit of the confidence, and the close buying and the close selling made possible by the better financial standing, which the increased advertising appropriation has brought to the progressive retailer.

GIVES RETAILER GREATER INDEPENDENCE

7. Advertising puts the retailer in a position to pick and choose his customers.

When a retailer has such a small business that he is in desperate need of every additional dollar, he takes a long chance and sells almost every "Tom, Dick and Harry" who comes in to his store needing goods. But the man who has advertised and has gotten his business growing so fast that he feels sure of the future, begins to shut down on excessive credit and be less accommodating to the slow-pay customer and less liberal to the undesirable doctor, and more businesslike with all his bills and statements, and more careful about his collections. That man has less loss through bad debts than has the little retailer who cannot afford to exert his backbone and courage in doubtful cases.

8. Advertising by increasing volume and bringing the other benefits already analyzed makes it possible for the retailer to inaugurate a business system in the handling of his books and his sales and of checking his invoices and his stock, and of protecting the public and himself and his employees to such an extent that his losses from breakage are less, his losses from theft are reduced, his losses from forgotten charges and careless bookkeeping are minimized, his losses from unsystematic records are eliminated and the whole business is conducted in such a systematic way that the profits which belong to him to a very great degree come to him at the end of the year, so that instead of being tempted to increase the price to make up for the losses arising from poor methods, he is enabled to reduce the price to the public and thereby win more friends for his store and create an actual economic advantage for the community in which he lives and does business.

9. Advertising helps to keep mail-order business out of your community. In the long run, when goods are sold at too low a price the goods themselves sooner or later become inferior in quality. Inferior-quality goods are more expensive to use than are good-quality goods. The household which buys the cheapest quality of goods is not run as economically as is the house which buys good-quality goods at a fair price. The sending of cash to other towns reduces the prosperity of the local merchants and thereby increases the cost of living in that neighborhood far more than it reduces the cost through any temporary and minor saving which may be made by such foreign purchases. Therefore, it is a highly desirable economic thing to do to keep mail-order business out of a community and give the public in that community the benefit of the most efficient form of local retail merchandising.

10. There is no economic gain if the woman of the household gets on a street car, goes downtown to the department store and buys a lot of truck which she does not need in order to save a few cents on some article which she might buy in the corner drug store near her house. If the advertising will bring her to the neighborhood drug store to buy the articles which she actually needs at a fair price, then the druggist has made a gain and the woman has made a much greater gain. In accomplishing that result, advertising is an economic force working to reduce the cost to that woman and to every woman in the neighborhood.

11. Advertising increases the sale of the druggist's own specialties if they are worthy of increase, thereby giving him a profit that would otherwise go to some far-away manufacturer, thereby enabling the druggist to make a profit on his specialties and use that profit to build up his store so that it can serve his local community to better advantage, giving them a larger value for each dollar spent in his store.

A BIG HELP IN THE DEALER'S BUYING

12. Advertising enables the retailer to find out what goods the public in his neighborhood are most interested in, and thereby helps him in his buying so that he will not buy the wrong kind of goods for his community, nor overbuy goods that will not sell in his community. It keeps him from making mistakes in buying as well as helping him sell the goods which are most popular in his neighborhood. In that way, advertising, by being a safeguard, helps the retailer to be more successful and helps him give the public more for their expenditures in his shop.

13. The greatest danger of middle life is that one becomes "rooted" in his work and gets into a rut in his methods of thinking. Advertising is a great educator to the one who does it. If by advertising the druggist keeps out of a rut, avoids the routine habit, educates himself to reach out for better ways and more economical ways of serving his community, then advertising is an economic advantage to the public as well as to the business of that community.

14. Advertising helps a retailer to hold his old customers as well as to get new customers. Every experienced business man knows that it costs more to get new customers than to hold old ones. If, therefore, advertising will help to hold old customers, it will reduce the cost of doing business. It is proven that a magazine which does not hold 50 per cent of its old subscribers is compelled to spend so much money to get new subscribers that it cannot pay dividends to its stockholders, and is therefore in a fair way to go into bankruptcy. The same can be said of the retail druggist. If his service is of such a quality that he is not quite holding his old customers as he should, and an advertising expenditure carefully executed will help those customers to be contented and stay with him, then by that measure of increasing his hold on the old customers, he is put into the successful class instead of allowing himself to slip back into the failing class of druggists. To that extent advertising is an economic advantage, not alone to the dealer, but also to the community in which he does business.

15. Advertising helps to eliminate trouble. Great losses occur in the business world from mistakes, complaints, arguments, fights, quarreling, accusations and all other things that go with dissatisfaction. Years ago the department stores started to advertise money back if not satisfied.

Tell a child that he cannot have a thing and he wants it. Tell him that he can have all he wants of it, and he loses interest. Tell the grown man or woman that they cannot have a thing, and they will fight for it. Tell them all they have to do to get their money back is to ask for it, and they don't want it. Advertising creates a feeling of confidence, makes explanations satisfactory,

Keeping-Up-To-The Minute

That's Our Motto

If you want the last thing in PRINTING or PAMPHLET BINDING you will find it in our plant.

All labor-saving devices and improved machinery that pertain to the business have been installed, and modern methods that tend to efficiency have easy entrance here.

Add our fifty years' experience in the printing business, during which time we have built up an organization without parallel, and you have a summary of our qualifications to deliver practical, UNSURPASSED SERVICE in the production of

CATALOGS . . . . . PUBLICATIONS
BOOKLETS . . . . HOUSE ORGANS
BROCHURES AND COMMERCIAL PRINTING

Call on us at 461 Eighth Avenue Printing Crafts Building, New York

Telephone
GREELEY 3210

CHARLES FRANCIS PRESS

Victory!

IN advertising as in battle, Victory goes to the side whose fire is superior. That means the side which scores the highest number of hits during a certain space of time. St. Nicholas has just won another advertising battle in a war lasting for 43 successive months. During this time it has scored more hits than any other of the twelve magazines on the advertiser's list. ★Writing under date of March 17th, 1917, the advertiser says: *"St. Nicholas again heads the list in the number of inquiries, number of orders and amount of money received."* The price of his product ranges from $1.50 to $65. He features a $5 article. ★During the past year St. Nicholas also demonstrated that it could sell a "product" varying in price from $125 to $250 more economically than any other magazine. ★Why don't you let us show what we can do for you?

ST. NICHOLAS

"The Magazine of Value"

353 Fourth Avenue **New York**

SCHOOL OF BUSINESS ADMINISTRATION

and helps the public to come to a store in an amiable frame of mind. It is an eliminator of trouble; and in that way is an increaser of patronage and profits. It reduces the amount of clerk hire. It saves the cost of adjustment.

16. It requires capital to do business. The oftener the stock is turned over the less capital it requires. If one could go to market but once a year, and wanted to do a $30,000 business, he would then have to have $30,000 of capital or credit (which is the same thing) in order to do that much business; but if one can turn over goods five times in a year, then he can buy five times, thereby needing only $6,000 capital at a time. I am stating this in a theoretical way, which approaches the practical side.

By turning stock five times, instead of three times, the amount of capital required is reduced from $10,000 to $6,000, $4,000 is released for profitable investment and enterprise, in other directions. A public economic service may be rendered by making dollars do double work.

17. Advertising saves time. It helps the public to make up its mind in advance; therefore, when the customer comes into the store he knows what he wants. It helps the clerk to wait on him faster, because the clerk finds out what the public wants, and makes the sale in one-half or one-tenth of the time that it would require if the customer kept asking questions, and could not make up his mind what he did want, and the clerk got peevish and impatient, and finally failed to interest the customer and had to hand the customer over to another clerk. All such delays are expensive to the dealer, and must be paid for by the public at large in the long run; but if two clerks, because of the advertising, can do the work of three or four, then the money that would have gone to the two extra clerks who are not necessary because the advertising cut down the time required to make a sale, can be kept by the retailer as profit, or can be invested by him in forms of new developments for the store, or can be shared with the public, as is so often done.

The above are only a few of the reasons why the druggist can successfully advertise; and when he does successfully advertise, he reduces his own cost of doing business, which reduces the expense of the distribution of goods to the public, and thereby reduces the cost of living to the whole community.

Plan to Increase Food Production

Wilmer Atkinson, of the Philadelphia *Farm Journal*, has sent a letter to the members of Congress suggesting the formation of two armies—a militant army and a peaceful army, the latter to raise food products to keep the former in the field.

"Since a considerable number of our people are conscientiously opposed to war," says Mr. Atkinson, "any bill passed by Congress for compulsory military training and service should provide that such pacific persons should be enlisted and trained in the art of producing food and raiment for the people, and they should be put to work. A peaceful army of this kind devoted to productive industry would play a part in defense of the nation not less essential than that of the Army and Navy.

"The reclaiming of land, the conserving of forests, the building of national roads and internal waterways, and the tilling of the soil for its fructification, are occupations that would reflect the highest honor upon those engaged in them and hasten to bring the cruel war to an end.

"Soldiers for this army should be sworn into Government service for a term equal to that required in military training and service, and they should be made to do their full part, and be ready always for any future Government call for service.

"At this time there is such a paucity of labor on our farms that full crops cannot be produced the coming season, and it would be folly to draw from that source to fill the ranks of the Army and Navy without providing substitutes. Congress, in its wisdom, can surely devise some workable system that will enable all the people without friction to do their part."

Representatives Appoint New Outing Date

The date of the annual outing of the New York Representatives Club has been changed from June 8th to June 15th. The change was made in order that the outing may not conflict with the St. Louis Convention of the A. A. C. of W.

"Quit Writing—Go and Sell"

The Experience of One Copy-Writer Who Found That Actual Sales Experience Is Almost Essential to Success in This Field

By an Ex-Copy Writer

[EDITORIAL NOTE: This is a true story. The author is now working as a salesman, firmly decided that he will return to the writing of copy after he has won his spurs in his new work. The story has a significance which every reader of PRINTERS' INK will recognize.]

IT was Wednesday morning, and we were in the front office—the president of the agency and I. Except for the fact that he held a folio of my copy in his hand as he greeted me, it wasn't a bit different from other conferences we had had—brief interviews to assign work on various accounts, or to submit copy for his approval, and that sort of thing.

And yet, something was different. The atmosphere had changed; he looked a little dramatic. I began to feel that this was the most important fifteen minutes of my life.

"I have just gone over this copy for the third time," he said, "and the fact that it needed three readings to get at the root of the trouble is evidence enough that the copy you write is superficially good and essentially clever. But I asked myself what the trouble with it is. It is this: It doesn't sell the goods."

Not being expected to faint at this point, I merely nodded my head and waited for him to go on.

"There isn't one of your ads which doesn't have something in it," he said by way of reassurance. "Two or three of them are bright, interesting reading. They make me laugh. They're human. But when all is said and done, and I've arrived down at the point where it says 'Send in this coupon for a sample,' I can't see that you have sold me a single bit. And that's where you fall down every time. You're a copy-writer and not a salesman."

We talked a little further after that. And parenthetically, for it will interest you, let me say that those half dozen ads which I wrote and rewrote and rewrote again are still coming out in print, although they are mine no longer. They have been trimmed and twisted until I can recognize a few first paragraphs and several topic sentences and ideas, but the final salesmanlike punch has been added by a writer who has actually sold the goods.

But that is a small matter to me now. For the really big thing that happened during that fifteen-minute interview was not that some of my copy did or did not hit the mark, but that I had my eyes opened to something vital which will affect my whole career.

WHY COPY-WRITING FAILED

"You can go on writing if you want to," said the president. "There are lines of copy where your ability to turn a happy phrase and write cleverly will give you a position and a fair salary. But I tell you this—that you won't ever make the money you expect to make and want to make unless you get a little actual selling experience in your head before you write any further. My advice to you is to quit writing and go selling. If you come back later and write advertising about any product that you have actually sold, you'll prove a winner. I'll back you on that."

Now, doesn't it sound easy? It does not.

I went into copy-writing, as I remember it, because I liked to write, and because the work seemed to offer a tempting field for one naturally enthusiastic and not especially aggressive. Yes, I'll confess that—I chose copy-writing because I didn't have the nerve to grab a sample case and go out selling toilet soap or underwear or parlor safes, and because copy-writing presented a convenient and fairly easy way of making a living.

GIANTS

....OF THE....

ADVERTISING WORLD

Here are the eight leading newspapers in the eight largest cities of the United States*

Arranged in the Order of Volume of

NATIONAL ADVERTISING

Carried during the year 1916

		Agate Lines
New York Times	(Morning)	3,496,514
Boston Post	(Morning)	3,253,136
Chicago Tribune	(Morning)	2,933,115
Detroit News—News Tribune	(Evening)	2,519,077
Cleveland Plain Dealer	(Morning)	2,497,250
Baltimore Sun	(Morning)	2,307,218
St. Louis Post-Dispatch	(Evening)	2,130,800
Pittsburg Chronicle-Telegraph	(Evening)	1,502,256

*Philadelphia papers not included because figures showing division of national and local advertising in Philadelphia papers which would enter this group were not obtainable.

And I have been reasonably successful, as shown by the size of my weekly salary check.

But I can see now, better than I could when I wrote booklets and dinky little newspaper ads that are copy-writers' "fat," that I might easily go on for years and years as a mediocre copy-writer, unless I get that actual sales contact with the average consumer which transforms a novice into a salesman. The fact that it takes nerve to go out and sell doesn't worry me now. On the contrary, it would take more nerve for me to go on writing copy. Nerve and backbone and bluff, for I would have to deceive myself into thinking that the copy was absolutely sound and good, when, as a matter of fact, it probably wouldn't be.

Selling himself is the hardest thing a sincere copy-writer does. The next hardest thing is to keep from worrying.

"I wonder if this ad will quite hit the mark?" you ask yourself. "I wonder if it's as good as last year's campaign—wonder if it will go through? I wonder, I wonder, I wonder . . ."

THE FEAR OF REALIZING ONE'S SHORTCOMINGS

For my part, I wonder if there is any punishment quite as terrible as writing advertising for a rather important campaign and knowing that it will fall just a few inches below the mark at some point or other—and you can't exactly tell where.

If copy-writers could build up rows of ten-pins and knock them down with actual arguments; if we could talk to actual customers and see them smile or frown as this or that fact is presented to them, then there would be fewer gray hairs and wrinkled brows in the department of art and copy in yours and your competitor's agency.

Copy *has* to sell the goods. Unless you are working for a ten-cent store or other concern which merely has to parade its wares before the public in order to collect their dimes, you must do something more than just *talk* when you go into print with the merits of your goods. You have to leave certain things unsaid—make definite openings and loopholes, like a checkerboard, so that no matter where your reader breaks off, it's always his move.

Now, of course, anybody who thinks can write the English language. Anybody who can write, theoretically at least, is an embryonic copy-writer. Anybody, from Frank Tinney, the comedian, to an advertising undertaker, can produce selling copy, if he will, merely by telling his story in print.

But the professional copy-writer, the man who markets his ability to "enthuse" over any and every commodity and make it sell through the medium of print, faces a problem which is endless and which is ever-changing. He is always living in someone else's shoes, breathing in someone else's factory, talking to someone else's customers—and the punishment of it all is that frequently the only authoritative information he receives comes from encyclopedias and from haphazard interviews with clerks in a cigar-store or a notions counter or whatever the local distributor in his case happens to be.

Unless the copy-writer is more than usually self-sustaining he inevitably faces problems which his confining, inside experience has not fitted him to meet. He is necessarily a theorist, and while he retains his cleverness and ability to simulate the formality of making a sale, it becomes increasingly hard for him to sell himself. He knows, and sometimes rightly, that the advertising which he is writing to-day lacks something in freshness and spontaneity and "guts" in comparison with the copy which he produced, say, three months ago.

Now, of course, there are two sides to this. Perhaps mine has not been a universal experience—perhaps other copy-writers have been writing for years and expect to go on writing for a generation longer without ever leaving their

The Boston Post

Over Half-a-Million Net Paid

The Largest Morning Circulation in the United States

Eastern Representatives
KELLY-SMITH CO.
220 Fifth Ave., New York City

Western Representative
C. GEORGE KROGNESS
Marquette Building, Chicago

THE NATIONAL STOCKMAN AND FARMER

THE WORLD'S GREATEST FARM PAPER

Former announcements have told a little of this paper's history and editorial strength. Now let us turn to its circulation methods.

$90,499.21

This is the actual net income received for subscriptions from 130,000 farmers in Ohio, Pennsylvania and West Virginia in 1916.

The Stockman subscribers pay $1.00 per year in advance.

There are no salaried subscription solicitors or "professional" canvassers employed.

Our farmer agents receive from 15% to 40% commissions.

We do not believe in or use any premiums.

Last year 72% of our list renewed, according to A. B. C. Audit.

It is evident, is it not, that our constantly growing subscription list is the result of a

SUBSCRIPTION DEMAND

A careful analysis of this subscription list is being made to determine the standing of the subscribers.

Results thus far confirm what many advertisers have already learned to their advantage—that the leading farmers of Ohio, Pennsylvania and West Virginia read the National Stockman and Farmer.

The buying power of these "key men" is enormous. Their constant demand for improved machinery, household conveniences, etc., insures the success of any rightfully directed advertising campaign in its columns.

As a leading agency man said: "The more you know about the National Stockman and Farmer the more you want to put it on every list you make up."

Let us tell you more about it, Mr. Advertiser.

THE NATIONAL STOCKMAN AND FARMER

PITTSBURG, PA.

yellow pads and stubby black pencils. My hat's off to them, then, for they are wiser than I.

My own feeling is that every writer sooner or later comes to the big test which shows that he either has or has not the necessary writing qualities—and he can either accept the result of that test as a definite answer to his struggling, or evade the issue and take a copy-writing job somewhere else.

My showdown came, as I said, in writing, or trying to write, a half dozen important ads for the national weeklies. And I was glad to have the answer thrust upon me, because, as I also said, there is no satisfaction and quite the contrary in writing copy when you know it won't sell the goods.

But even so, I haven't been able to "sell" my friends on this change in the scheme of things.

"You're foolish," one friend said to me. "You've put in four years writing—why don't you start in with a small agency somewhere and keep at it? Or go into the free-lance game, writing booklets. You'll be a hit there."

Granting that booklets are probably the easiest things in the world (that is, assuming that you work with small clients who will regard you with sufficient awe to leave your copy strictly alone), and granting also that the free-lance adventure is one full of fascinations, my own advice is—stay away from it. A free lance never builds beyond the present. He lives by his wits and must produce before he is paid. He receives the high pay of a vaudeville artist with the same evil results—that he is laid off when dull times come around. But his overhead runs on forever.

For an entirely different reason, I will not consider taking a position as copy-writer in some other agency. That, to me, would be cowardly. Having realized that I can go so far and no further with my present equipment of brains and inside experience, it would be slow suicide for me to accept a position which would pay me comfortably to-day, but where I would never be more than a mediocre success.

I want now, now while I am young and single and untrammeled, to do all the kicking around and the hard outside work that is going to be necessary, and then settle down for life.

Does that sound wise or foolish? Let me tell you what one man told me up in Boston.

"I think you are doing exactly right," he said. "Copy-writing is too much like milking your brain of ideas, and what are you going to do when your brain gets a bit dry and clever phrases don't come to you quite as easily? Even Kipling had to give up writing Jungle Books and go into writing heavy newspaper copy, which, I swear, I absolutely can't read.

"Now if you get out and do some actual selling, and find out how hard it is, and at the same time how easy it is—if you're on the right track—you're going to bat .300 with your sales letters and copy where the inside fellow will be a bungler and a beginner all his life. And maybe you'll make so much money at the outside game that you won't ever want to go back to a copy desk. How about it?"

Quite a little about it, I think. So much so, in fact, that come a week from Monday I'll probably be working for him.

So this is essentially my *au revoir* to the advertising profession. Have I any last words to submit before making my demise? I have.

SPECIALIZE IN WRITING COPY

Be a specialist, is the first bit of advice I have to offer. Don't try to write every kind of copy, because the world is full of jacks-of-all-trades who are superficially clever in all directions, but only superficially so. Don't try to advertise beauty creams and automobile tires and Gold Dust and baby shoes if there's enough money in baby shoes alone to keep you busy for life.

Learn enough about some one line of business so that you will have concrete and definite knowl-

edge that no one can ever steal away from you. And be sure that it is definite and that it is thorough.

Learn a very great deal about layouts. As an agency copy-writer you need it.

Pick out some one line of attack—either magazines or newspapers, or maybe the neglected little booklet, and make yourself the best booklet or newspaper ad-writer in the business. There may be a tip for you in that, for the field of direct advertising, far from being exhausted and overworked, is still only about touched. It needs a little extra plowing under and a little planting to clover, to be sure, like all new fields, but it's a field that pays.

Finally—and this will surprise you most of all—find a branch of the copy-writing business where you will be at home and will be able to express yourself naturally. Keep human, because that is your one universal asset. Too many copy-writers worry themselves down to a point where they are useless to themselves as human beings, and become temperamental to the point of being a problem to the firm they work for.

Of course, you will tell me that a traveling salesman isn't a human being, and that being a copy-writer, even an average copy-writer, is a much pleasanter way to earn a living than getting out and hustling around in the cold, hard world. You will tell me that the advertising world is full of opportunities; that I might find a place as space seller, or magazine promotion man, or service man in a small agency. You will tell me that my dream of tying up to one specific commodity will seem humdrum after a few months, and that after I have had a taste of the real advertising atmosphere I am foolish to leave the glorified area of advertising writing and turn into straight merchandising. You will tell—

Well, tell anything you please. I won't argue. Speaking for myself only, I'm through—*for the present.*

Newspaper Week in New York

"Newspaper Week," as it is commonly called among the publishers, will be observed this year by the Associated Press and the American Newspaper Publishers' Association during the week of April 23d, when the annual meetings of these organizations will be held at the Waldorf-Astoria in New York City.

The boards of directors of each organization will meet on Monday, April 23d, to close up the year's business. On Tuesday the annual session of the Associated Press will take place. As the association now has over a thousand members, each representing a daily newspaper, the attendance will probably exceed that of any former year. At one o'clock the annual luncheon will be served in the grand ballroom. Later in the afternoon the election of officers for the ensuing year will be held. The directors whose successors are to be chosen at this time are Frank B. Noyes, Washington *Star;* W. L. McLean, Philadelphia *Bulletin;* W. Y. Morgan, Hutchinson (Kan.) *News;* Adolph S. Ochs, New York *Times,* and A. C. Weiss, Duluth *Herald.*

The annual meeting of the American Newspaper Publishers' Association opens on Wednesday. The morning session will be spent in listening to the annual reports of the officers. At noon the luncheon of the Bureau of Advertising will take place in the grand ballroom of the Waldorf. It will be the largest, in point of attendance, ever held by the bureau, as the number of reservations already made exceeds 250.

Thursday morning will probably be devoted to a discussion of the newsprint situation, and the afternoon to a conference on labor, on which occasion H. W. Kellogg, chairman of the Special Standing Committee, will submit his annual report. The election of officers will take place on Friday. The terms of Jason Rogers, of the New York *Globe;* Hilton U. Brown, of the Indianapolis *News,* and D. D. Moore, of the New Orleans *Times-Picayune,* having expired, their successors will be chosen.

The annual dinner will take place Thursday evening. The list of speakers is not yet complete, but it is reported that it will include some unusually able men.

During the week there will be displayed in the rooms adjoining those in which meetings are held an exhibit of typesetting and casting machines, printers' supplies and syndicate matter.

Max Jaegerhuber Dead

Max Jaegerhuber, well known in business-paper circles, died April 8 at his home in Harriman, N. Y., aged 66 years. In early life he was on the editorial staff of the New York *Herald* and later owned the *American Machinist,* which he sold to John A. Hill. He was at one time part owner of the *Dry Goods Economist* and was one of the founders of the *American Exporter.* From 1898 to 1916 he was editor and owner of *Dry Goods.*

$89,964

is the amount one of our publicity clients has spent with us during the past six years

With our dual service, going simultaneously to both consumers and retail merchants, we produce results our clients can put their fingers on.

The People's Popular Monthly

with concentrated circulation in the middle west

Des Moines, Iowa

Member of Audit Bureau of Circulations

THE POPULAR STORE OF THIS TOWN





THESE new Omar Cards *get* ...tten... *Desire* and *Tie-up Desire* to t...e *Pr... Smokers*, but also enlist the ...tive...

Besides giving this *invaluable* el...ment... colored car cards also give an adve...tiser... playing his package in its *actual* ...e a...

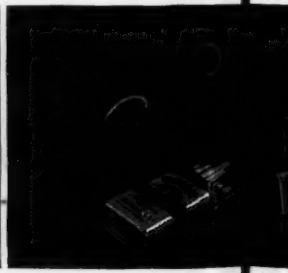
Such *desire-creating* advertising as ...his... a medium which attracts the *intere...ted a...* of people *most frequently* for the ...onge...

STREET RAILWAYS AD...

CENTRAL OFFICE
Borland Bldg., Chicago

HOME OFFICE
Candler Bl..., New...









get attention and *hold* it; they *Arouse* to the *Product.* They not only appeal to the active interest of *Everyone who rides.*

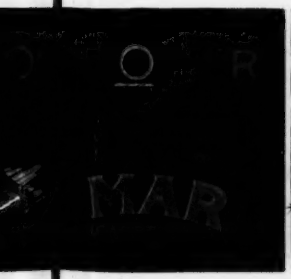
element of contagion to advertising, advertiser the *unique advantage* of dis-*tual size and colors.*

ng as this cannot help but be successful in *interested attention* of the *greatest number* the *longest time* and at the *lowest cost.*

VAYS ADVERTISING CO.

HOME OFFICE
ndler Bldg., New York

WESTERN OFFICE
Monadnock Bldg., San Francisco







BUILDERS *of* AMERICAN BUSINESS

HARRY W. FORD, PRESIDENT
OF THE SAXON MOTOR COMPANY

"I have been a consistent reader of SYSTEM for ten years. From it I have received much information that I have put to practical use in my business. From it, also, I have constantly received inspiration. SYSTEM well represents the new spirit of efficiency, straightforwardness and co-operation which dominates the best of American big business at the present time."

Harry W. Ford.

NUMBER LXXXVIII in the series of portraits of readers of SYSTEM

Even the Great Writers Can't Make Bad English Good

Copywriters Should Imitate Their Usual Excellence and Not Their Occasional Lapses—An Answer to Critics

By S. E. Kiser

WHEN I found occasion, a few weeks ago, to hurl a handful of pebbles at the infinitive splitters I did not suspect that I was in the least danger of being martinhorrelled. How true it is, as another has said, that a good argument may be made for the worst cause that ever came into existence. Mr. Horrell brings Samuel Pepys, Defoe, Burke, Madame D'Arblay, Dr. Johnson, Macaulay and others equally respectable to confound me, but why did he fail to exhibit the courage of his convictions? In the closing sentence of his plea for the split infinitive he wrote:

"Always use the split infinitive where it seems to you to say your thought more definitely, more forcefully, or more exactly."

He might well have applied his own rule by writing:

"Always use the split infinitive where it seems to you to more definitely, more forcefully, or more exactly say your thought."

If Charles Lamb split an infinitive I shall not accept the fact as proof that infinitive-splitting is an infallible sign of good writing. Let me quote a sentence, selected at random, from "The Essays of Elia": "He advertised me but the other day of some pleasant green lanes which he had found out for me, knowing me to be a great walker, in my own immediate vicinity — who have haunted the identical spot any time these twenty years."

Do Krapp, Horrell & Co. consider that an example of good construction? Does it say gracefully or lucidly what the writer intended to say?

I shall not look for errors of construction in the works of the rest of the masters who have been quoted in defense of the split infinitive. Even Krapp and Horrell will admit, I hope, that the mistakes of the great do not give us an excuse for making similar mistakes. We shun the double positive in spite of Shakespeare's "most unkindest cut."

I endeavored when, in a former article, I discussed the split infinitive to make it clear that my objection was not to any weakness or sin inherent in the split infinitive, but to slovenly writing. The writer who splits an infinitive deliberately may have a good reason for so doing. I have split infinitives. If one writes verse it is practically impossible to escape the necessity of splitting an infinitive now and then. But to split them unconsciously and unnecessarily—not to *know* better—is, I insist, an indication of slovenliness—a proof that the splitter has not taken the trouble properly to acquaint himself with the rules governing construction.

The writer who is ignorant of grammar belongs in the same class with the man who wears tan shoes with his evening dress, and not infrequently is found there.

VOICE THEIR APPROVAL OF MR. KISER

It is encouraging to find that not all the gentlemen who write to PRINTERS' INK have missed the subtleties of my remarks. Some of them have added to the list of "horrors" which I pointed out, an indication of the good that is likely to come out of such discussions. I am tempted here to quote from some of the letters that I have received from other writers who believe the English language is worthy of respect. W. D. Conover, of Dayton, Ohio, writes:

"You will probably be condemned as a purist and a hair-splitter by many advertising men who read your article in PRINTERS' INK. But there are some of us

who still squirm at the sight of slovenly *English*, to say nothing of 'bad grammar' (which by the way is another solecism).

"You missed one gem, however —'most unique'—which occasionally bobs up in some of the best regulated families and advertising departments."

Wm. H. Davis, Jr., of Akron, commenting on the declaration made by Charles Austin Bates that "Bad Copy Can be Good," and that advertising copy must, if it is to be effective, be written in the *patois* of the bricklayer's lady or the grocer's boy, says:

"With the great increase in education, as a result of the wonderful work of our American common schools, people are more sensitive to correctness in English than they were twenty years ago. In fact, it is the influence of the common schools in America which permits the entire advertising profession to do such effective work. Imagine trying to sell a Lady Duff-Gordon gown by means of a slovenly-written advertisement to a school teacher. For those who do not know the difference between good English and bad English, the good English will not hurt them."

Not long ago I "asked a man who owned one."

"There ain't nothin' like it nowhere," he replied.

One could hardly ask for a more forceful or direct endorsement but I wonder whether Charles Austin Bates or any other advocate of "English as she is spoke" would recommend the use of such an "idiom" in the manufacturer's published advertisements?

Your correspondent who calls attention to the impossibility of cutting a price in half reminds me of that other palpable misstatement so often found in advertising copy, "We only manufacture goods of the highest quality." That is to say, "We are the *only* manufacturer of goods of the highest quality," whereas the intention is to say, "We manufacture goods of the highest quality only."

"Most fundamental" may be mentioned as a companion-piece to "most unique," which doubtless is one of the favorite expressions of the copy man who writes "and etc."

HOW DID HE DO IT?

But I am neglecting the defenders of the split infinitive. Here is E. M. Paget. I had almost overlooked him. In his "salad days" Mr. Paget, so he says, composed his mail-order solicitation "with a grammar in one hand and a book on rhetoric in the other."

Did Mr. Paget, in his "salad days" dictate his composition, or write with his toes?

Mr. Paget asks me if I know "what percentage of readers speak with grammatic accuracy." I do, and it gives me pleasure to impart my information to Mr. Paget. The exact percentage is .0000 of 1 per cent. Mr. Paget "contends" that to split an infinitive is an American privilege — a perfectly sound contention. He believes, however, that "few do it unwittingly." How he can cling to such a belief and believe that the public is incapable of appreciating correct use of our language or of understanding anything that rises above the idiom of the streets is a matter which he has failed to explain.

Still, even such believing may be easy for a believer who, in his "salad days," was able to "compose mail-order solicitation with a grammar in one hand and a book on rhetoric in the other."

Mr. Paget's plea for copy that challenges attention by being as absurd as a red necktie or as brutal as the man who horsewhips his wife explains his estimate of public intelligence — an estimate which may, or may not, be well-founded.

"In the last analysis," says Mr. Paget, "I rather suspect Jones can, without aid, recognize a split infinitive that may happen to pass on the same side of the street."

May I ask Mr. Paget which side *is* "the same side of the street?"

While I am answering my critics permit me to explain for the benefit of Maxwell Droke and others who may have missed the

Illustrated Sunday Magazine

The March 18, 1917 issue of the Illustrated Sunday Magazine carries advertising to the amount of $20,640.00.

This includes copy of such representative advertisers as Shredded Wheat Co., United States Rubber Co., Gem Safety Razor Co., Morris & Co. (Foods), Dupont Fabrikoid Co., Carpenter Morton Co., Lewis Manufacturing Co. (Houses), International Correspondence Schools, Pond's Extract Co., Seven Leading Financial Houses, and many others.

The reason why the Illustrated Sunday Magazine is carrying more copy than ever before is that it is a real, live, interesting publication and it pays advertisers.

Issued co-operatively as part of the Sunday edition of the

Minneapolis Tribune	Philadelphia Record
Rochester Democrat & Chronicle	Boston Herald
Memphis Commercial Appeal	Milwaukee Sentinel
Louisville Courier-Journal	Buffalo Times
St. Louis Republic	Dayton News
Columbus Dispatch	Providence Tribune
Des Moines Register & Tribune	Worcester Telegram

Total Circulation, 1,200,000 Copies Per Issue

Lane Bean Inc.
(Directors of Advertising)

NEW YORK CHICAGO BOSTON DETROIT

BUSINESS ADMIN... Boston University ...03



Five Chances

The Youth's Companion not only gets into the family, but it "covers" the family. It gives *five points* of contact with the biggest buying unit in the world — the family. *Five chances* to get your message to this big market through *one medium.*

One large advertiser who has used The Companion regularly for twelve years, writes: The fact **all the family** are being informed by the advertisements in The Companion makes them united in discussing, and finally desiring the article.

The Youth's Companion

delicate irony (the italics are mine) of my article in PRINTERS' INK on January 11, that I intended to expose the folly of depending upon upper-case type for "punch." Also I endeavored to make it clear that I did not believe it to be safe always to depend upon short sentences for "punch" or to expect that "punch" could be administered by adhering invariably to any prescribed rule of expression. I have seen short copy that had no "punch," and I have read long copy that was full of "punch" without being blatant or fantastic.

I believe in the use of italics and upper-case type for the purpose of helping the reader to read intelligently—for "pointing," as they say on the stage.

The "punch," to use that frazzled word once more, must be in what is said. It cannot be in the type any more than a poem can be in the pencil which the poet uses.

Chicago Club Has Patriotic Meeting

Herbert S. Houston outlined the work which the National Advertising Advisory Board expects to do for the nation during the war, in an address April 6th before the Chicago Advertising Association.

"Of one thing we are sure," said Mr. Houston, "and that is that, through the power of efficient, direct and controlled paid advertising, we can save the Government a great deal of money in recruiting.

"England established the fact, beyond all question, that she could get either men or money at much smaller cost through advertising than in any other way."

Other speakers were S. DeWitt Clough, president of the Chicago Advertising Company; Wm. H. Rankin, president of Wm. H. Rankin Company, and Major E. E. Critchfield, president of the Taylor-Critchfield-Clague Company.

Resolutions were passed endorsing the war message of President Wilson and recommending the passage of a universal training and service bill.

Appointment by Drezwellsley Company

Herbert C. Levenson, who has been associated with Weil-Biow-Weill, New York, has been appointed advertising and general sales manager of the Drezwellsley Company, Inc., of that city.



SEND US A COPY OF YOUR HOUSE ORGAN

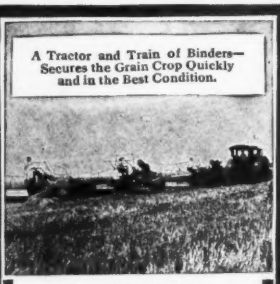
At the same time send us a frank letter telling us your reasons for the use of this house organ and the general nature of the mailing list.

We may be able to make some valuable suggestions—maybe not.

Anyhow this proposal should be worth your while.

Our salesmen do not call unless requested.

ARROW PRESS
INCORPORATED
"Salesmanship in Print"
320 WEST 39TH STREET
NEW YORK CITY
Telephones: Greeley 329, 330, 331



The Exclusive 29 Per Cent

TWENTY-NINE per cent of POWER FARMING'S subscribers **read no other farm paper!** Only 11,600 farmers, to be sure, but each one, as a buyer, worth **ten times** his weight in **average** farmers.

Where 11,600 Equals 113,000

Tools and machinery on the average farm are worth $198.72—on these 11,600 farms $1936.20 per farm. (Send for the proof.) Reach 40,000 average farmers and they need $7,948.00 worth of machinery. Reach POWER FARMING'S 40,000 and you find a market for $77,448.00 worth.

The 29% that you can reach **only** through POWER FARMING use $22,459,920.00 worth of machinery—**and almost everything else in proportion.**

These 29% are a big market equivalent to 113,000 average farms—the 100% make a bigger one. When you talk to 40,000 power farmers you talk to the purchasing power of 390,000 others. Yet it costs no more.

Not the Largest Farm Market—But the Richest

POWER FARMING,
St. Joseph, Michigan.

NEW YORK	CHICAGO
Barnhill & Henning	Jas. A. Bochanan
23 E. 26th St.	Marquette Bldg.
Mad. Sq. 5064	Randolph 5527

Member A. B. C.

POWER FARMING

Offers Assistance in Preparing for War

The Advertising Men's Military Association, New York, which has been drilling weekly since the break with Germany, has opened an information bureau, to help in the organization of similar bodies in other cities. A list of the books required will be furnished on request, with details regarding cost, and the subjects will be indicated that require special study.

It is the aim of the men in the association to take examinations for the Officers' Reserve Corps after they have the requisite training. One hundred and fifty advertising men are now members of the organization.

Those who wish information as to the ways and means of forming and instructing such an organization may obtain it by writing to the Advertising Men's Military Association, at 47 East Twenty-Fifth Street, New York.

To Advertise "Slip-pon" Veils

The Silverberg Import Company, Inc., New York, manufacturer of the "Slip-pon" veil, has placed its advertising account with Street & Finney, Inc., also of New York. Women's publications will be used in a campaign in course of preparation.

This agency has also secured the accounts of Kibbe Brothers Company, confectionery makers of Springfield, Mass., and the Elmwood Poultry Farm, North Leominster, Mass.

Advertising Mgr. for League of Daily Papers

The Wisconsin Daily League, comprising twenty-eight daily newspapers in Wisconsin, has appointed Albert H. Hopkins advertising manager, with headquarters at the main office of the League in Janesville and the Milwaukee branch office.

Mr. Hopkins has been in the special agency field in Chicago.

Advertise Ten-Cent Dentifrice

A newspaper and street-car card campaign for White's Pearl tooth paste, retailing at ten cents, has been started in Chicago by the E. J. White Laboratories, of that city. The campaign will be extended to other cities very shortly. The advertising is being handled by the Taylor-Critchfield-Clague Company.

Shaw Heads Commercial Economy Board

A. W. Shaw, of the A. W. Shaw Company, of Chicago, has been appointed chairman of the "commercial economy board" by the Council for National Defense. The board will handle the problem of war-time distribution of all commodities through the civilian population of the United States.

A Self-Evident Gain
vs.
An Undisputed Loss

In the regular six months' sworn statement required by the Government and published both by The Republic and The Globe-Democrat on Tuesday, April 3d, are the following figures, which represent the average daily net paid circulation from October 1st, 1916, to April 1st, 1917, and with them are the figures from the statement made one year ago of the figures from October 1st, 1915, to April 1st, 1916.

	REPUBLIC	GLOBE-DEMOCRAT
April 1916	98,972	151,908
April 1917	101,466	134,324
	Average Daily GAIN 2,494	Average Daily LOSS 17,584

On August 1st, 1916, the price of The Daily Republic and Daily Globe-Democrat was advanced from one cent to two cents a copy. The mail subscription rate of the Daily and Sunday was later advanced from $6.00 to $7.50 a year; the city and suburban carrier rate from $5.70 to $7.80 a year and the rate through outside carriers from $7.80 to $9.00 a year.

This increase in price had the effect of causing many people who were in the habit of buying two morning papers to read only one—*their favorite newspaper.*

While The Globe-Democrat lost 11⅓% of its total circulation, The Republic made a gain of 2½%.

Reader interest and reader confidence are the moving forces behind the gains made by The Republic. People want it and are willing to pay more for it.

"A newspaper which holds its readers' confidence so steadfastly can be most efficiently and effectively used by any advertiser." (Globe-Democrat, April 9, 1916.)

The Republic's average daily net paid circulation for March, 1917, was—

102,859

or 1,393 copies greater each day than the average for the six months' period for which the Government statement was made.

For 15 consecutive months The Republic has also made continuous and consistent gains in the amount of paid advertising carried.

For the Year of 1916	For the First Quarter of 1917
634,452	149,667
Agate Lines	Agate Lines

The newspaper that is demanded by the reader is in demand by the advertiser.

THE ST. LOUIS REPUBLIC
BRINGS RESULTS

1847—Seventy Year Plate—1917

1847 ROGERS BROS.

SILVERWARE



The Heraldic Pattern



Seventy Years of "Knowing How"

SINCE 1847, this one brand of silver plate—the original ROGERS BROS.—has been meeting successfully the actual test of everyday service in American homes.

No other silver plate has had the advantage of proving its quality under such conditions—and in no other way can true proof of quality be obtained.

INTERNATIONAL SILVER COMPANY
MERIDEN, CONN.
The World's Largest Makers of Sterling Silver and Plate.

P. O. Department Starts Drive on Premium-Boosted Circulation

Cut-rate Circulation Is Also Under the Ban, According to Postmaster General's Recent Order—Action Is Allied with Proposals to Increase Second-class Rate of Postage

THE Post Office Department has, after years of threats and moral suasion, started an energetic drive against cut-rate and premium-boosted circulation. Publishers who have been repeatedly urged by the department to "clean up" their subscription lists are, at last, to be forced to do so. This is the meaning of the order recently issued by the Postmaster-General and which has more direct connection than surface indications may show with the agitation for an increase in the postage rate on second-class mail.

Leading up to his current action, Mr. Burleson has, ever since he assumed the office of Postmaster-General, had more or less to say in his annual reports regarding the price concessions and premium inducements employed by some publishers of newspapers and periodicals to swell circulation. Not that the present Postmaster-General was, by any means, the originator of this "reform" movement—on the contrary, the practices of publishers in this respect have been the subject of attention in the department for upwards of two decades. But the internal agitation in the postal establishment that seeks to bring about revision upward of the postage bills of publishers has naturally seized upon the subject of subscription abuses as an entering wedge. The circumstance that some publishers who do not employ premiums or enter clubbing arrangements have inveighed against the competition that they have been called upon to meet has afforded the Postmaster-General an extra inspiration for action.

For some time past the Post Office Department has in the enforcement of the requirements and



"GO WHERE MONEY IS."

Tennyson

WHAT is the use of offering your goods to the man who lacks the wherewithal to buy them? Yet there is no end of that sort of waste in general press publicity. "PUNCH" differs from ordinary journals. The line marking off his circulation is not drawn vertically down Society's lists, as are those of most other publications which follow the cleavage lines of prejudice and predilection, but horizontally just below the most highly educated, the most discerning, the wealthiest classes.

"PUNCH" offers to you the open gates of Britain's most affluent homes; and moreover, backs your goods with his own reputation for selling none but the best.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C., England



STOCK BREEDERS ARE TRUE BUILDERS.

They begin by getting the land ready for a live stock husbandry, they employ good live stock to consume the products of their own fields, and the land grows fat under the golden hoofs.

Go where you will, you may observe this one thing—that soil fertility goes hand in hand with stock-keeping.

Go where you will, you will also find that in districts where the farms are richest and the fences and buildings best, there will you find that the favorite newspaper is THE BREEDER'S GAZETTE.

Where THE GAZETTE comes in you may commonly see the "scrub" and bad farming begin to go out. They do not get on well together.

THE GAZETTE stands for the good things of farm life; for permanent, progressive betterment of all the conditions under which the farmer lives.

We can put you in touch with this environment if you are interested.

Regular mailings of THE GAZETTE for 1917 have been as follows:

Jan. 4	88,123	Feb. 1	97,058
11	90,584	8	97,632
18	91,467	15	98,134
25	94,470	22	98,173
Total			755,641
Average			94,455
Less mailed to advertisers and agencies, agricultural colleges, exchanges, etc			2,495
Total net paid			91,960

Sample copies not included in this statement.

THE BREEDER'S GAZETTE

Established 1881 "The Farmer's Greatest Paper" Published Every Thursday

Sanders Publishing Co. 542 South Dearborn St.

CHICAGO, U. S. A.

Member Audit Bureau of Circulations.

OF KNOWN VALUE STANDARD FARM PAPERS

George W. Herbert, Inc., Western Representative, 111 W. Washington St., Chicago, Ill.

Wallace C. Richardson, Inc., Eastern Representative, 381 Fourth Ave., New York City.

prohibitions of the statute governing the second-class mail privilege made it the practice to discountenance paper or periodical subscriptions accepted by publishers at less than half their face value. In other words, a publisher of a periodical applying for the entry of his publication as second-class matter was supposedly not allowed to get by with circulation built up by the cut-rate method, and a publisher of a newspaper has not been supposed to have the privilege of including in his semi-annual statements, as legitimate circulation, subscriptions accepted at a discount of 50 per cent or more.

WAYS OF CIRCUMVENTING POSTAL REQUIREMENTS

The postal authorities have realized, however, that there were open to publishers certain loopholes in the system and, seemingly, the officials made no very determined efforts to close them. For example, although the publisher who brazenly advertised his publication on terms that obviously allowed him a return of less than 50 per cent of the regular subscription price was apt to hear from the department, there has been little or no interference with some clubbing offers which amounted to the same thing. Similarly, the Postmaster-General has publicly denounced the publishers who, for the sake of quick and sizeable circulation, have allowed solicitors and subscription agents to retain the full sum collected as subscriptions, but the department does not seem to have turned its hand to curb the practices of publishers who have maintained subscription canvassers on salary in the full knowledge that in the average instance the salary paid is equivalent to commissions of more than 50 per cent.

Now, sentimental influence of the department in behalf of unimpeachable circulation methods is to be supplanted by the thump of the mailed fist, with every postmaster throughout the country called to the colors to keep tab on subscription offers that appear to be overgenerous. Order No. 189, recently signed by the Postmaster-

THE

Net Paid Circulation

OF

THE BALTIMORE SUN

FOR MARCH, 1917

Daily	Sunday
171,383	**100,591**

The Advertising Gain
FOR MARCH, 1917

134,894 Lines

The Circulation Gain

	DAILY	SUNDAY
1917	171,383	100,591
1916	167,524	97,812
Gain	**3,859**	**2,779**

THE BALTIMORE SUN

The Home Newspaper of Baltimore

is the only Baltimore paper accredited with regular carrier circulation by the Audit Bureau of Circulations.

IT PAYS TO ADVERTISE IN THE PAPER THAT IS GROWING

Whose Letters Get It?

The form-letter campaign that earns this trophy must be in Cleveland before May 1st.

All you writers of good form-letters, take notice:

May 1st is the last date on which entries are received for the Multigraph Letter Trophy.

Maybe your campaign won't get the trophy—but don't let it be because yours wasn't entered.

The disappointment of losing on a good entry wouldn't be a tenth of the disappointment of seeing the cup go to a campaign that yours would have beaten—if yours had been entered.

Now's the Time to Hurry

Get out that results-bringing series of yours—and get it in before May 1st. If it was a good campaign you can consider that this trophy was offered with the sole idea of finding out if anybody did a better one this year. Get it in. We're going to learn whose work was best this year—unless some of the fellows (like you) are over-modest and willing that the distinction (and, incidentally, the trophy) should go to a man who's quicker at seeing opportunity.



The sterling silver Multigraph Letter Trophy. Height (with base) 15½ inches.

The simple conditions will be sent for the asking. Open to anybody, anywhere, who enters a campaign of multigraphed letters and used during the year ending May 1st. Get details from

TIM THRIFT, *Advertising Manager*
The American Multigraph Sales Co., E. 40th Street and Kelley Avenue, Cleveland, Ohio

THE MULTIGRAPH

General, amends paragraph 3, section 419 of the Postal Laws and Regulations, and Third Assistant Postmaster-General Dockery has followed this up with a communication explaining that this order has been issued "that publishers and postmasters may have more definite information" and calling upon postmasters to report to his office any subscription offers that contravene the amended statute.

That persons whose subscriptions are obtained at a nominal rate cannot be included as a part of the "legitimate list of subscribers" required by law is the new mandate of the Postmaster-General, and his official order then proceeds to detail what may be regarded as a "nominal rate," dividing into two classes the subscriptions that are to be regarded with disfavor. In class A are subscriptions obtained at a reduction to the subscriber of more than 50 per cent of the regular advertised annual price for a single subscription "whether the reduction be a direct discount or effected through a rebate, premium offer, clubbing arrangement with other publications or otherwise, and whether full payment is made at one time or in installments."

In class B the order of the Postmaster-General specifies subscriptions obtained through agents or agencies on commission or in connection with clubbing arrangements with other publications in cases where the amount received by the publisher, after deducting the amount allowed or paid as a commission or as a rebate, or through other arrangement is less than 50 per cent of the amount of the regular advertised annual subscription price of the publication. The use of such phrases as "or through other arrangement" makes this subparagraph of the amended regulation very broad in its application and it divulges no secret to say that an ambition to reform the circulation-building methods in vogue in certain magazine subscription bureaus, etc., has been in great degree responsible for the action taken.

General Dockery in his instructions to postmasters says that it is expected that publishers whose



AN ODD OR UNUSUAL

treatment has its value, but like all other styles of Engravings it must be used in the right place.

We have a **"Treatment Circular"** showing this same subject in a variety of treatments. Send for it and also for our **"Ruffstok"** circular showing halftones specially prepared for printing on uncoated papers.

Established 1889

GATCHEL & MANNING

DESIGNERS and

PHOTO-ENGRAVERS

in ONE or MORE COLORS

Sixth and Chestnut Streets

PHILADELPHIA

REAL
PRINTING
SERVICE

TO users of all kinds of printed matter, large or small, we offer an extremely valuable service based on our knowledge of what is required by some of the foremost advertisers and advertising managers—men whose work demands the accomplishment of the unusual and who appreciate such service when they get it.

We have a large, finely-equipped modern plant. We offer "speed" where speed is necessary—but quality always—and on an economical basis.

Will you let us send a man who will be of real help to you?

VREELAND
Advertising Press
344-348 W. 38th Street
New York

policies do not conform to the new federal ideals "will revise such offers or arrangements at once," and postmasters are told that they cannot in future accept at the cent-a-pound rate any copies of publications sent in fulfilment of subscriptions that are accounted underpaid. As for copies mailed under clubbing or combination offers, they may continue to go forward at the cent-a-pound rate if the payments made by the subscribers amount to at least 50 per cent of the regular subscription price, but it is added that "such subscriptions should be removed from the list immediately upon their expiration."

Officials tell PRINTERS' INK that they anticipate that the difficulties, if any, in connection with the enforcement of the new regulations will develop in passing upon the value of premiums and the determination of the net return to a premium-giving publisher. With a view to accurate determination of all such questions, the Postmaster-General's order calls for the filing with the Division of Classification of information as to the actual cost of each premium, together with copies of the premium subscription offers whereby this is exploited. Officials in the office of the third assistant assure PRINTERS' INK that it will not be their policy to attempt to conform to hard and fast rules, but rather to decide each case on its individual merits. The Postmaster-General has specified that in determining the value of a premium, "not only the cost, but the retail value and worth or value represented to the subscriber will be considered."

McCreery Makes Patriotic Window Displays

Last Friday, upon the declaration of war, Jas. McCreery & Co., the New York department store, removed all the merchandise from its several show-windows and in each of them draped United States flags around a central pedestal, on which was placed a framed picture of one of our national heroes.

The spectacle of a store displaying no merchandise at all in its windows, two days before Easter, when thousands of shoppers were thronging the streets in search of the most tempting display of Easter finery, excited much comment.



6,000,000
Weekly Circulation
Guaranteed

It's New

There are many concerns that can make your films.

There is only one—Screen Advertising, Inc.—that can guarantee your films will be shown where you want them shown.

One thousand theatres East of the Mississippi will show our advertising photoplays—and ours only.

Our story in detail—it's yours for the asking—will show how you can keep the dust off your film cases—and your merchandise.

Your product in actual use shown in miniature photoplays to six million people.

SCREEN ADVERTISING, INC.

General Offices and Studio
WASHINGTON, D. C.



PAPER THAT EXPRESSES THE IDEA OF STABILITY

A NOTEWORTHY speech by Mr. Otto H. Kahn of Kuhn, Loeb & Co. has been published recently in booklet form. It is a solid, substantial little production with just the proper format for dignity and force.

A Strathmore Book Paper helps to express this atmosphere of Stability. The paper fits the subject and the spirit of the booklet.

Mr. Kahn found the paper that says his say.

"*Paper Does Express*" is a graphic demonstration booklet that will help you find the paper that says *your* say. And "*Selective Mailings*" is another Strathmore publication with an important message to advertisers, great and small. Both are free upon request. Strathmore Paper Co., Mittineague, Mass., U. S. A.

Strathmore Quality Papers

"*You have a Printer who knows*"

U.S. Supreme Court Decides Against Victor Talking Machine Company

"License Contract" Not Sanctioned as Means of Standardizing Price

Special Washington Correspondence

WITH an air of finality in its opinion, the Supreme Court of the United States has decided against the Victor Talking Machine Company in its latest effort to devise means for enforcing uniform resale prices. Despite several changes in the personnel of the nation's highest tribunal and with Mr. Justice Brandeis numbered among the newcomers, the court of last resort decrees in most emphatic fashion that nothing in the nature of a "license contract" or a "license notice," used as the Victor has used these expedients during the past three or four years, will be sanctioned as a means of price-maintenance.

The court makes it clear that it has not changed its mind since the Sanatogen case was disposed of. Although there has been an infusion of new blood, the Supreme bench not only again indicates that it will have none of the principle of price standardization based upon patent rights but it seems to lay a little extra emphasis on the denial, as though a bit out of patience that its previous opinion should not have been more universally taken to heart. Incidentally, the Court scores quite severely the innovation devised as a means of stabilizing Victor prices.

It was Mr. Justice Clarke, the latest appointee, who delivered the opinion of the Court this week in the case of Jesse Isidor Straus, Percy S. Straus and Herbert N. Straus, composing the firm of R. H. Macy & Co. against the Victor Talking Machine Company. The opinion, which for the sake of convenience designates the parties to the suit as they were in the trial court (the Victor Company as plaintiff and the members of the Macy firm as defendants), goes at some length into the details of the distribution system of the Victor company as followed since it adopted on August 1, 1913, the so-called "License Contract" and "License Notice" under which all Victor machines have since that date been furnished to dealers and to the public.

The prayer of the Victor company was for an injunction restraining the Straus firm from selling any of the Victor machines into possession of which it had come. The District Court which first passed on the case regarded the transaction described in the "License Notice" as in substance a sale which exhausted the interest of the plaintiff in the machine except as to the right to have it used with records and needles as provided therein and this right not being involved in this case it dismissed the bill. On appeal the Circuit Court of Appeals affirmed the judgment of the lower court and remanded the case but with instructions to allow the plaintiff to amend its bill.

Availing itself of this permission, the Victor company amended by alleging that the department-store management had in its possession a large number of machines obtained from Victor distributors and dealers at much less in each case than the price stated in the "License Notice" and that the firm complained of was proposing to dispose of these machines "to the unlicensed general public" at less than the prices stated in the license notice. Again the District Court on the same ground as before sustained a motion to dismiss the bill but the Circuit Court of Appeals reversed the holding and finally the case came to the Supreme Court of the United States for review.

Mr. Justice Clarke in his opinion says that it is plain that whatever rights the plaintiff has against the defendants must be derived from the license notice attached to the goods, inasmuch as no contract rights existed between the manufacturer and the department-

store firm. He further points out that the sole act of infringement charged against the defendants is that they exceeded the terms of the license notice by obtaining machines from the plaintiff's wholesale or retail agents and by selling them at less than the price fixed by the plaintiff.

"Is it a fact," the Court asks, "as is claimed, that this 'License Notice' of the plaintiff is a means or agency designed in candor and good faith to enable the plaintiff to make only that full, reasonable and exclusive use of its invention which is contemplated by the patent law or is it a disguised attempt to control the prices of its machines after they have been sold and paid for?"

The opinion continues: "It is plainly apparent that this plan of marketing is in substance the one dealt with by this court in Dr. Miles Medical Company v. Park & Sons Company and in Bauer v. O'Donnell adroitly modified on the one hand to take advantage if possible of distinctions suggested by those decisions and on the other hand to evade certain supposed effects of them."

The first significant feature that has impressed the court is that while the Victor "Notice" as to use seems to look to the future "for itself the plaintiff makes sure that the future shall have no risks, for it requires that all it asks or expects at any time to receive for each machine must be paid in full before it parts with possession of it." The second feature that begets criticism is the lack of any requirement in the Victor system for reporting by users or licensees who may remove from one place to another, taking their machines with them "as would certainly be required if the plaintiff intended to enforce the rights so elaborately asserted."

In the eyes of the Court the fact that under this system large numbers of machines have been covertly sold by Victor wholesale and retail agents at less than the price fixed "is persuasive evidence that the transaction is not what it purports on its face to be."

That the Victor company came into court with a bill to enjoin the Macy firm "from reselling machines secretly sold to them in large numbers by the plaintiff's agents" is held to indicate clearly that the scheme was regarded by the Victor company and by its agents "simply as one for maintaining prices by holding a patent infringement suit *in terrorem* over the ignorant and the timid."

The Court comments that "Courts would be perversely blind if they failed to look through such an attempt as this 'License Notice' to sell property for a full price and yet to place restraints upon its further alienation such as have been hateful to the law from Lord Coke's day to ours because obnoxious to the public interest." The scheme of distribution under scrutiny is referred to as a mere price-fixing enterprise which if given effect "would work great and widespread injustice to innocent purchasers."

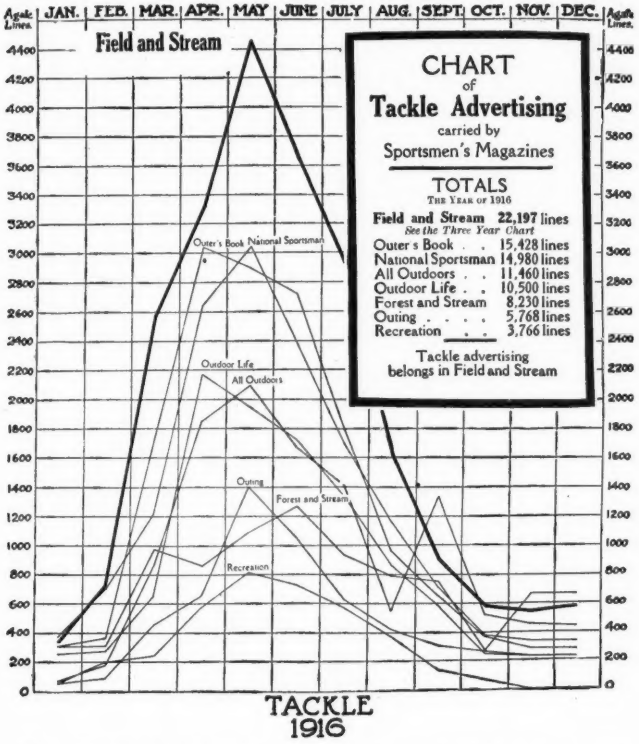
Convinced that the "real and poorly concealed purpose" of the Victor license and notice is to restrict the price of goods "after the plaintiff has been paid for them and after they have passed into the possession of the dealers and the public" the Court concludes that this Victor case "falls within the principles" of the Bauer v. O'Donnell (Sanatogen) case and that the scheme is invalid. Accordingly the District Court is upheld and the Circuit Court of Appeals is reversed.

Another opinion of the Supreme Court, handed down on the same day as the Victor case, is hailed by many persons as, in effect, a reversal of the well-known Dick vs. Henry or Mimeograph decision. The current decision is in the case of the Motion Picture Patents Company against the Universal Film Manufacturing Company and involves the right of a manufacturer of motion-picture machines to prohibit the use of a competitor's films in a licensed projecting machine. The Court now says, with the Clayton Act as justification for reversing itself, that a licensed machine may be used with any appropriate material or supplies.

LINES
Silk Linen Cotton Agate

A GRAPHIC CHART STORY IN FOUR PARTS

Chart II



For years and y-e-a-r-s one certain magazine in a good field has been "the fishing bug's best bet"—giving away $3,000.00 worth of merchandise prizes in an annual national Prize Fishing Contest that unearths welcomed information as to where, when, how, how large and with what equipment the largest fresh and salt water game fish are caught.

Carrying, as pictured above, almost 50% more tackle advertising than any other magazine and more and more of that kind of business as years go on, it surely has proven itself safe for a new tackle advertiser.

PRINTING CRAFTS BUILDING
NEW YORK

WESTMINSTER BUILDING
CHICAGO

FORWARD

"The World's Largest Jewish Newspaper"

WHAT Dana, Greeley, Godkin and the other great American Editors were to their readers Abraham Cahan is to the large body of intelligent Jews in America today.

Founder and editor of The Forward, he is read, believed and followed with intense faith by over 200,000 daily paid subscribers concentrated in New York City.

Cahan has made The Forward a popularizer of knowledge and modern thought, a leader in social and economic betterment, a champion in the cause of justice and truth, a great home paper for the progressive American Jewish home.

Member Audit Bureau of Circulations

20th Anniversary Issue
April 22nd

פֿאָרווערטס

President Suspender Company Wins Right to Trade-Mark

United States Supreme Court Refuses to Review Decision That License and Good Will of Business Carries Trade-Mark With It

Special Washington Correspondence

THE Supreme Court of the United States has refused to review the findings of the lower court in the case of the President Suspender Company and Hugh G. Macwilliam. The early stages of this long drawn-out fight have been reported in PRINTERS' INK. The final decision is a victory for the advertiser, but the case affords, nevertheless, one more illustration of the diverse troubles that may befall a manufacturer with respect to a valuable trade name after the expiration of a patent.

It will be remembered that Macwilliam, the inventor, and the manufacturing company fell out after having jointly borne the expense of an advertising campaign. The case afterwards took on a new element of interest because the patent on the President Suspender expired and the public was treated to a spectacle of what can happen when an article upon the advertising of which a fortune has been expended is suddenly thrown into the public domain.

"The sole question here is whether the license and good will of the business carried the trade-mark with it," said the Court of Appeals in disposing of the case. It was pointed out that at no time during the life of the patent did Macwilliam manufacture suspenders or use the mark. On the other hand, the manufacturer who did use the mark by his sanction expended $750,000 in advertising; sold between thirty million and forty million pairs of suspenders and paid the inventor more than $500,000 in royalties. The patent expired August 16, 1916, whereupon Macwilliam resumed the manufacture of President Suspenders and resumed use of the mark, hence the action in court.

The Court of Appeals would seem to have settled the question once for all when it said: "Nothing seems to be better established in the law of trade-marks than that where the owner of a trade-mark grants the right to another either by sale or license to use the mark on the goods with which its use is connected and abandons its use himself he cannot afterwards either deprive his assignee of the right to its use or set up an adverse use.

UPHOLDS RIGHT OF ASSIGNEE TO USE MARK

"By use in connection with the business the assignee acquires the title abandoned by the assignor and the title is of that exclusive character which is entitled to protection against such assignor.

"It is likewise well settled that the conveyance of a business with its good-will, either by sale or license, carries with it a trade-mark used in connection therewith, whether expressly mentioned in the instrument or not."

That a trade-mark right depends upon use is another fact strongly emphasized by the Court in passing upon this significant case. It is pointed out that in this suspender case the inventor and original registrant of the mark not only ceased to use the trade-mark but parted with the business with which its use was connected. Title to the mark, it is explained, could not exist apart from the business and the contract contained no provision by which the inventor could recover the business. The license extended during the life of the patent. The invention then became public and the President Suspender Company was entitled to continue the business and the use of the trade-mark in connection with its business.

In rather tart terms the Court pointed out that when the right of the President Suspender Company to continue the business became absolute with the expiration of the patent "it had acquired a title to the use of the mark of which it could not be divested by the appellant after an abandonment of actual use by him for almost 18 years." The inventor is told that his title was not such that he could convey it to the manufacturer, abandon the use of the trade-mark for the long lapse of time indicated and then regain the use "in derogation of the right" of the manufacturer who had meanwhile expended a vast sum in establishing the advertised reputation of the goods and the mark of identification.

In conclusion the Court observed: "It may well be that had appellee company defaulted in its contract and the business had reverted to appellant before the expiration of the patent and contract the right to the use of the mark would also have reverted, but this did not occur, and the appellee cannot be deprived of the mark which it acquired in the fulfilment of its contract in good faith. It is entitled to use it so long as it continues in the business to which it belongs."

Macwilliam sought to have the Supreme Court take a hand in the dispute because of a contention that the decision of the lower court in favor of the President Suspender Company "commercially nullifies" the decision of the Supreme Court in the well-known case of Singer Manufacturing Company vs. June Manufacturing Company. It was further represented that the decision vesting all rights in the word "President" in the President Suspender Company would upset a whole series of notable decisions, including those in various cases brought by the Yale & Towne Manufacturing Company.

Apparently, however, the United States Supreme Court could not take this view of the matter. Its declination to intervene means that when an inventor who has registered the trade-mark covering his invention transfers his mark, along with a license to manufacture, for the term of the patent, he cannot get back his trade-mark after the patent has lapsed unless he has an explicit contract to that effect.

SETTLEMENT OF LINOLEUM CASE

Half a dozen of the leading linoleum manufacturers of the country, making common cause against a rival, the Ringwalt Linoleum Works, in a trade-mark controversy recently attained their object by going over the head of the Commissioner of Patents. That is to say the "allies" were able to prevent Ringwalt from securing a certificate of registration that will accord perpetual title to a mark embodying the words "Ringwalt's Linoleum" but they did not attain success on the ground whereon they had made their main stand. As has been pointed out in a previous article in PRINTERS' INK the Nairn Linoleum Company and its supporters objected to the use of the word "Linoleum" by Ringwalt on the ground that the Ringwalt product is not in fact linoleum (as the word has come to be known during advertising campaigns extending over forty years) but is deceptively made to resemble it.

The tribunals at the Patent Office held that "Linoleum" was too narrowly interpreted and that it was applicable to the Ringwalt product. The Court of Appeals reverses the Patent Office, but it apparently does so mainly on the ground that the word as used in the Ringwalt mark is descriptive. Indeed the Court says in so many words that "irrespective of the alleged fraudulent use of the mark" the decision should be adverse to Ringwalt. Incidentally, the Court pays its compliments to the arbiters lower down by remarking "The tribunals of the Patent Office evidently failed to distinguish between the attempted registration of a technical trade-mark and a descriptive name. In the former the opposer must show actual trade-mark use; in the latter a showing of use as a trade name is sufficient."



530,000 Replies

from one advertisement in a small list of publications

IT is distinctly a matter of pride with us to number among our clients the makers of the Eveready Daylo,* notable for having recently carried to a remarkably successful conclusion, an advertising plan of unusual character, but based on the soundest merchandising principles. From one advertisement in a small list of selected publications, the co-operation of 50,000 dealers and more than 530,000 replies were received

★

Frank Seaman Incorporated

Merchandising and Advertising Service

:: :: Printing Crafts Building :: ::
34th Street and Eighth Avenue, New York

**DAYLO is the winning name in the $3000 contest. The American Ever Ready Works paid $3000 to each of the four contestants who submitted this word.*

Confidence Justified!

The President has spoken, and his voice is the voice of the American people, his thought is their thought and his inspiration their impulse.

He expresses the largest confidence in the loyalty of German-Americans, and this is already justified in the response of the German-American press.

Quoting from the editorial columns of The New York Staats-Zeitung, of March 26th, 1917:

> *"Secretary of the Navy Daniels has called the attention of The New York Staats-Zeitung to the fact that the Navy needs new recruits for the ships in reserve. This is an opportunity for the young men to do real service for our country.*
>
> *"We are convinced that this appeal to the sons of our citizens of German blood will not be made in vain. They are the men whose duty it will be to defend their country in a crisis like the present, and who will gladly do their duty as their fathers did in* 1861."

This is merely further evidence of the thoroughly American spirit of The New York Staats-Zeitung. It always was first to champion American ideals and principles.

It is a worthy American newspaper and an advertising medium of known value.

It has the most complete news service among American newspapers. All three of the great international news bureaus serve The New York Staats-Zeitung—**Associated Press, International News and United Press.** This is in addition to its regular staff of correspondents and writers.

New-Yorker Staats-Zeitung

Member

American Newspaper Publs. Assn. Audit Bureau of Circulations.

SCHOOL OF BUSINESS ADMINISTRATION Boston University

Although this linoleum controversy took a different turn from what had been anticipated, its disposition will serve an important purpose if it drives home the truth that it is not possible to secure registration for almost any sort of ineligible trade-mark by the simple expedient of "disclaiming" the objectionable portions of the design The mark turned down consisted merely of the words "Ringwalt's" (proper name) and "Lineoleum" (descriptive word), together with a commonplace figure, but the owner sought to get by through a "disclaimer" of the two words in question and the Patent Office tribunals were willing to sanction the ruse which was severely scored in the Court of Appeals opinion.

"The statute prohibits the registration of descriptive words," points out the Court, "yet the action of the Patent Office would be to give the applicant all the benefits of a registration, for the mark which would go out to the public would contain the prohibited words. Indeed, but for the prohibited words there would be no mark at all, since there would remain the entirely meaningless black figure. It is perfectly apparent that this meaningless black figure was employed as a vehicle by which there could be incorporated in the mark prohibited descriptive matter."

Southern California Plans Big Things

W. A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association, returned to New York last week from a seven weeks' trip through the West and to the Pacific Coast. He reports that a number of new national advertisers will make their appearance in the newspapers next fall. One of the most important is the Southern California Publicity Board, which is said to be planning to invest $500,000 annually for five years to make known the advantages of that section of the State as a place of residence and to attract tourists.

Ohio Papers Appoint Foreign Representative

The *Gazette* and *Republican*, of Xenia, Ohio, are now represented in the national advertising field by Robert E. Ward, New York and Chicago.

Canadian Merchants Fight U. S. Department Stores

For many years the department stores of many United States cities, particularly New York and Buffalo, have used large space urging Torontonians to combine business and pleasure by making their seasonal purchases while visiting during the Easter, Christmas and other holidays. The retailers in the Canadian cities have been passive in the past, but this year they have inaugurated a movement to meet this competition. They have, first of all, by bringing pressure on the Government, secured the co-operation of the Customs Department. Extra inspectors have been delegated to the frontier ports of entry, and a much stricter examination of women travelers has been undertaken. The Retail Merchants' Association of Canada came out with large advertisements on April 2, advising the public to beware. The advertising appealed to Canadians to buy in Canada, pointing out that American goods can be purchased in Canada just as cheaply as in New York when the duty is paid.

"We would ask of excursionists to make their purchases in Canada," reads the advertisement, "because money spent in Canada benefits Canadians, while money spent abroad profits strangers, to the detriment of Canadians.

"Customs agents have this year received instructions to strictly enforce the Customs laws and regulations of Canada and to stop, by all means in their power, the smuggling of American goods into Canada.

"Remember that Customs agents are empowered to even visit the homes of suspected smugglers and seize goods on which duties have not been paid.

"Do not take chances; the penalties are severe for those who break the laws; there are no advantages to be gained in doing this; on the other hand, every Canadian should consider it his duty to patronize and help in every way our Canadian commerce and industries."

In Montreal, where the Merchants' Association also advertised, local merchants protested to the newspapers against the acceptance of the New York copy.

One Montreal suit house advertised "New York Suits at New York Prices," and closed the appeal with these words: "You Keep Your Money in Canada. New York Prices $28.00 to $72.00."

Rice Cultivation in California

The cultivation of rice in the Sacramento Valley of California is developing into a considerable industry, according to W. F. Fowler, vice-president of the Superior California Farm Lands Company, Willow, Cal. In 1915 34,000 acres were planted to rice and last year this was increased to more than 55,000 acres. He advocates an extensive advertising campaign to acquaint the public with the product's uses.

Martin & Martin, of Chicago, manufacturers of E-Z Stove Polish, have placed their advertising account with Mock & Hardy, of that city.

Royal Tailors Induce Agencies to Finance Local Advertising

They Also Establish a Fixed Profit for Suits of Different Costs

THE Royal Tailors, of Chicago, seem to have found the way to the solution of a problem which has been bothering manufacturers whose goods are handled through representatives who are not required to make an actual money investment in stock. Plans worked out for the distribution of Royal tailoring in Chicago appear to insure heartier co-operation from dealers than is usually received even when the merchant has invested his money in the goods.

The Royal Tailors, following the decision to sell to consumers in Chicago through their own establishment in the wholesale clothing district, announced on March 3 a development of the plan, whereby 102 "sub-stations" for the service of the public had been located in all parts of the city, blanketing the entire community. With the exception of three salesrooms, one in the Loop and the others on the North and South Sides, respectively, all of the stations are in stores of neighborhood furnishings dealers.

The apparent weakness of the plan, from the standpoint of the manufacturers, is that dealers who take an agency of this kind, without having to put up any money or make an investment of any sort, are usually only luke-warm in pushing it, especially when they have made an investment in other stock that is on their shelves. This is true of every agency proposition, for even when the representative buys a sample or invests in an initial outfit of some kind, his stake in the business is not always sufficient to insure his activity for that reason alone.

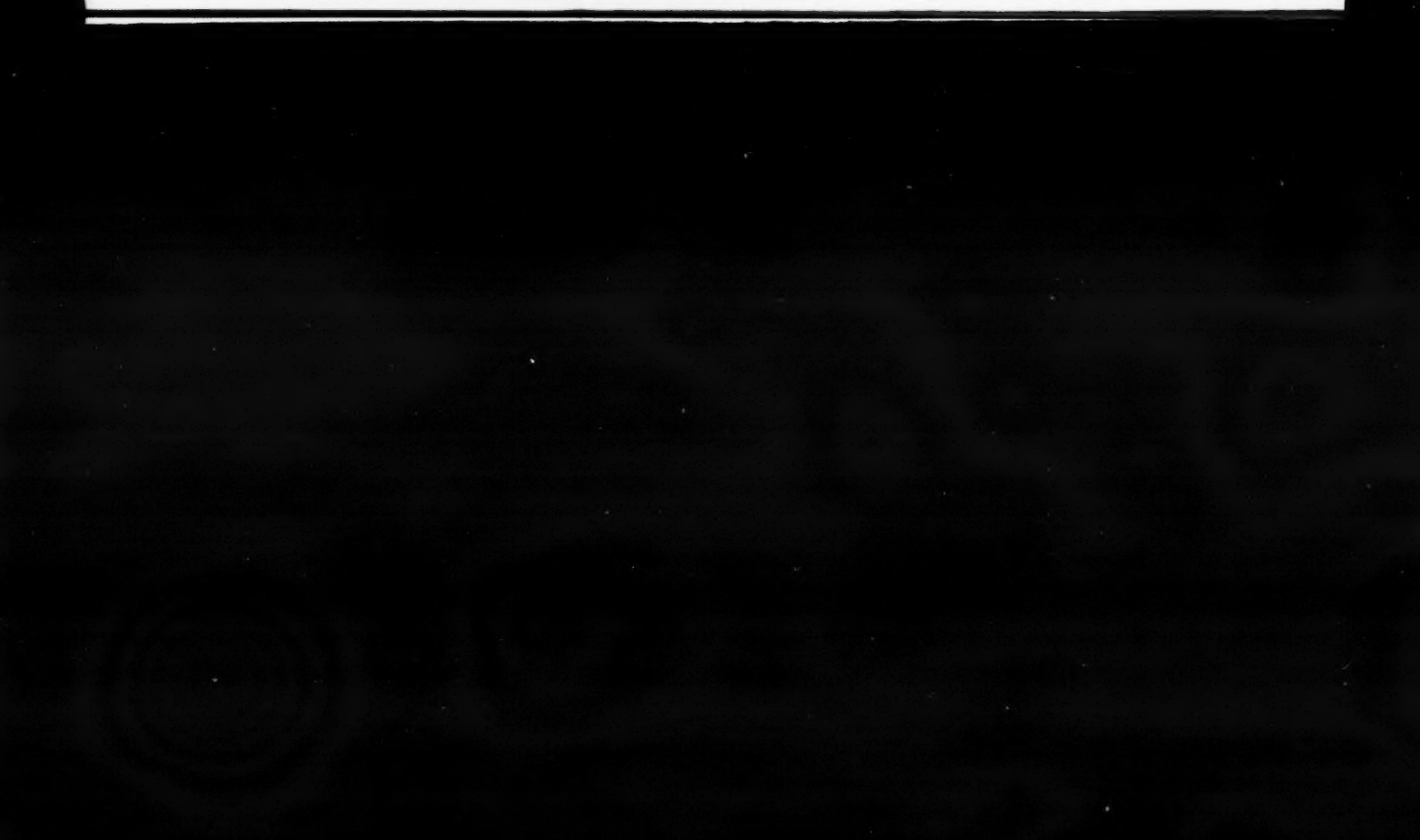
In Chicago, of course, the Royal Tailors had already shown the furnishers that the proposition was sound. The business they had handled at the factory on Polk street had been sufficient to show that the tailor-to-the-trade idea was attractive to big-city people, even though it had always been contended that this was strictly a small-town proposition, substituting the mail-order tailoring for the big stock of the ready-to-wear dealer. Thus the commercial side of the proposition was established, and there was no doubt in the minds of the furnishers who were approached to take agencies that they would be able to sell the goods.

But in order to insure aggressive co-operation, two ideas were introduced which have apparently made the plan leak-proof. One is that the advertising which is now being carried on in favor of the Royal idea is at the cost of the 102 representatives, being pro rated among them, and the other is that the representatives have pledged themselves to the maintenance of the big electric signs which have been erected over their doors.

SHARE IN COMPANY'S ADVERTISING

The manufacturers had been investing a lot of money in Chicago newspapers to popularize their proposition, and this evidence of sincerity made it comparatively easy to get the local distributers to agree to share the cost of the continuance of the campaign. The names of the individual concerns are prominently listed in the ads, with neighborhood divisions indicated, so that the man who is "sold" on the proposition can easily locate the store where he can have a Royal tape-line applied to his manly figure.

This in itself must be regarded as something of a stunt, equal in importance to the development of the latent merchandising possibilities of these numerous stores. None of them had handled ready-made clothing, because in every large city the ability of the consumer to pick and choose from the enormous lines of the men's-wear





EVANSVILLE, IND.

Evansville is the "Gateway to the South."

A commercial and manufacturing center of nearly 100,000.

Metropolis of the rich agricultural lower Ohio valley—wheat, corn, tobacco, etc.

Nine railway lines, six traction lines, six steamboat lines.

Three hundred manufacturing plants—Cigars, plows, steam shovels, munitions, beer, pottery, buggies, wagons, stoves, flour, brooms, bottles, furniture, cotton goods, gas engines, railway shops, meat packing plants.

Largest buggy, cigar, gas engine and furniture plants in the world.

Large jobbing center.

Nine wholesale and 315 retail groceries, one wholesale and forty-nine retail druggists, six department, twenty-five dry goods, six cloak and suit, twenty-eight clothing, twenty-nine confectionery, twelve cigars, twenty-three jewelry stores.

Bank deposits $27,000,000.

Three magnificent new national bank buildings costing half million each.

Splendid hotels, coliseum, stadium, clubs, and

THE EVANSVILLE COURIER

One of the newsiest, best edited, most influential and thorough covering newspapers possessed by any city in the United States. 95% of its circulation is within buying radius—and nearly every copy means a prosperous, thrifty home.

THE JOHN BUDD COMPANY, ADVERTISING REPRESENTATIVES

Burrell Bldg., New York Tribune Bldg., Chicago Chemical Bldg., St. Louis



IT IS IMPOSSIBLE

to effectively influence the tremendous purchasing power represented by the American hotels and large restaurants, the three million different patrons each year of the metropolitan hostelries, and the leading wholesale houses of New York and vicinity, unless you make use of one or more of these publications,

NOW UNDER ONE MANAGEMENT

THE HOTEL REVIEW—every Saturday—carefully read by substantially 90 per cent of the proprietors, managers, stewards, chefs and other heads of departments of the representative, worth-while hotels in the United States.

DAILY ATTRACTIONS—The popular metropolitan and amusements guide, circulated each week in every New York hotel, under an exclusive contract with the Hotel Association of New York City. A splendid medium for reaching the hotel guest.

THE DAILY HOTEL REPORTER—Featuring each day a complete list of the buyers registered at the New York hotels, and carefully read every morning by the heads of the big wholesale and other commercial houses in New York, Philadelphia, Boston, etc.

ALL THREE PAPERS ARE EDITED BY CHARLES E. GEHRING AND MANAGED BY J. L. SAUER

Each publication covers its field thoroughly, and in a decidedly distinctive manner. Together, they constitute a remarkably strong combination of result-producing media.

THE HOTEL REVIEW
DAILY HOTEL REPORTER DAILY ATTRACTIONS
1480 Broadway, New York

stores in the central districts makes it impracticable for the small furnisher in the outlying districts to put in a clothing stock, as both room and capital are usually limited.

Yet many of these small stores are equipped in top-notch style, carry splendid lines of nationally advertised furnishings, and give the best of service to their customers. In the suburbs of large cities it is usual for them to remain open several evenings a week, thus reaching the public at hours and under conditions when the down-town stores are inactive.

Until the Royal Tailors came along with their proposition stores of this type in Chicago had no opportunity to do a clothing business. That 102 of them seized the chance to make an exclusive connection of this kind—the agencies have been located so as not to conflict with each other, of course—showed that they were more than willing to make use of their merchandising facilities in expanding the limits of their businesses.

The sign feature was also interesting. The company supplied them, but the merchants paid for the wiring and are to maintain them at their own expense. This is another evidence of their determination to push the line, instead of letting it lie around without any special attention to its development. The signs are of large proportions, and the advertising which this manufacturer is getting all over Chicago must be regarded as having considerable value, entirely apart from the business which it is turning into the "sub-stations."

The company evidently gave a deal of thought to the details before the announcement was made. For one thing, the advertising has been featuring a $25 suit, as this was considered to be the price which would appeal to the big majority of the buyers. In order that the representatives may give the best service on suits selling at this figure, the margin of the dealer has been fixed at a uniform figure, regardless of the cost of the suit. He gets just as much when he sells a $25 suit as when one for $40 is ordered.

This practically means that the manufacturers are in more definite control of prices than they have been heretofore. It is understood that the tailors to the trade have been bothered by price-cutting on the part of their representatives just about as much as other manufacturers have been, and that only about half of those selling the goods have held the prices up to the correct figure. By putting the merchant's profit on a unit basis, however, this item has been disposed of, as the "brokerage fee," as the company


ROYAL TAILOR
SUB-STATIONS

On and after March third, 1917, The Royal Tape Line will be "just around the corner" from every man in Chicago. For, on that date, we will open 102 retail stations throughout the city, giving Chicago not only the most economical, but the most convenient, made-to-measure service in the world.

This unparalleled distribution achievement—answering a wide-spread Chicago demand—must be credited to Chicago's public-spirited men's-wear merchants. For 102 of these dealers have joined with us in our patriotic plan to get the home-town trade the finest custom-tailor service at a national purveyor's price.

As a "courtesy service" to clothes buyers in their respective neighborhoods, these 102 merchants have agreed to let us use their stores as measure-taking depots. A full line of woolen samples—half a thousand strong—and an expert measure taker will be found at each store.

Main Retail Department
FIFTH AVENUE AT POLK STREET
At Our Wholesale Plant—Just Two Blocks South of La Salle Street Station

JACKSON BOULEVARD STATION
WILSON AVENUE
Between Broadway and Sheridan Road

FORT DEARBORN STATION
WESTMINSTER BUILDING
Corner Dearborn Street and Quincy

HALSTED AT 63rd STREET
Union Stock Yards "L" Station

Made to Measure $25

NORTH SIDE SUB-STATIONS

WEST SIDE SUB-STATIONS

NORTHWEST SUB-STATIONS

SOUTH SIDE SUB-STATIONS

SUBURBAN SUB-STATIONS

THE ROYAL TAILORS
CHICAGO — NEW YORK

THE MANNER OF LISTING "SUB-STATIONS" IN NEWSPAPER ADVERTISING

prefers to call it, has been fixed at an unusually low amount.

When the wholesale tailors announced that retail business was to be handled direct in Chicago it was explained that the plan had been made effective largely for the purpose of putting retail sales ideas to the test, and thus finding methods by means of which representatives in other parts of the country could be made more successful and more aggressive merchants. The expansion of the plan, by means of which the Royal Tailors are working closely in co-operation with their "sub-stations," will give an even greater opportunity for this phase of the idea to be developed.

For instance, a field man is being kept busy making the rounds of the merchants who are representing the line, explaining the merchandising features of the proposition, and assisting the dealers to straighten out any kinks in the selling talk. He is showing them plans for business-getting which is strengthening the hold of the concern on their representatives, and at the same time is enabling the house to secure the benefit of their experience, which will be of great value in connection with the development of business through outside agents, of whom there are thousands.

There are, it is said, about 12,000 Royal representatives all over the country, most of them in small towns. If 102 merchants can be secured as agents in a city like Chicago, it is fair to assume that thousands more of the same type could be added in other large cities of the country, thus increasing materially the opportunities for business. Whether the idea will be offered to merchants elsewhere will probably depend on at least several months' experience with the plan in Chicago.

Charles E. Gehring and J. Leo Sauer, publishers of the *Hotel Review*, published weekly in New York, have purchased the *Daily Hotel Reporter*, of that city.

Western Agents Hold Annual Dinner

Publishers' representatives were afforded an opportunity to tell the Western Agents' Association how they could improve their service at the agents' annual dinner, held in Chicago on March 30th. Over 250 advertising men were present.

Speaking on behalf of the magazines, Guy Pierce, of *Every Week*, pointed out that one big thing some agencies could do would be discontinue publishing agency directories and house-organs. He admitted great strides had been made by agencies in the past few years, but hoped the time would come when the soliciting of advertising from publishers for agency publications would be discontinued. Should the time come where agency organizations would officially frown on such enterprises it would be a big step forward.

W. A. Thomson, director of the Bureau of Advertising for the A. N. P. A., asked agents to apply the golden rule in making demands on newspapers for co-operation. Sometimes agents who complain the loudest about unreasonable co-operation expected by a client are the very ones who require publishers to do unnecessary work for them.

Paul Latzke, advertising counselor for Sears, Roebuck & Company, wanted agents to put in more time and thought on copy.

Other speakers were Louis N. Hammerling, American Association of Foreign Language Newspapers; Louis Bruch, American Radiator Company; Courtland Smith, American Press Association; C. A. Tupper, International Trade Press, and S. R. McKelvie, *Nebraska Farmer*. Wilbur D. Nesbit acted as toastmaster.

May Brand Walnuts Individually

Another co-operative advertising campaign that is affected by the increased cost of paper products is that of the California Walnut Growers' Association. Prices of cartons and their containers have increased 100 per cent., according to C. Thorpe, secretary and manager of the association.

"It would have been an easy matter, perhaps, to double our sales on this line the coming season," Mr. Thorpe writes PRINTERS' INK, "if we could have sold the package goods on the same differential over bulk as previously, but the 100 per cent increase in paper has made it necessary to double our differential.

"We are now attempting to perfect a machine which will brand each individual walnut, which, as we see it, is the only way we can profitably carry on a further publicity campaign."

Foley Secures Fels Account

The Richard A. Foley Agency, Inc., Philadelphia, has been placed in charge of the advertising account of Fels & Co., of that city.

The Magazine of the Hour —The World's Work

One of the most responsive circulation efforts tried out lately was a simple letter to business men telling how the March World's Work was remade after the break with Germany; how a War Manual was substituted on the press and published on regular schedule; how a World's Work man was at Petrograd when it all happened; how the background of the news of the world in authoritative text and pictures is gathered and published with remarkable quickness. Facts are stranger than fiction, nowadays, and more thrilling and interesting.

As a "war economy" we use this white space to tell you that recent issues of The New Country Life cannot be bought. Each issue since the addition of the color manuals has gone out of print.

DOUBLEDAY, PAGE & COMPANY

Garden City New York Chicago Boston Los Angeles

The Des Moines Capital

has been making wonderful strides in the past few weeks in newspaper quality. The Capital is publishing the magnificent war articles of Frank H. Simonds, and Carl Ackerman, purchased from the New York Tribune Syndicate, and the Capital regularly publishes the unusual editorials of Dr. Frank Crane, the Burgess Bedtime Stories, Goldberg's comics, the evening story of the Chicago Daily News, the health talks of Dr. John H. Kellogg, of Battle Creek, and a very large number of the finest feature services to be purchased in America.

The Capital's sole ambition is to be "EVERY INCH A NEWSPAPER," and to succeed in this respect it is necessary to have some firm policies. The vigorous character of the Capital may be recognized when we state the Capital publishes no free publicity, does not publish a line of medical advertising, and that it guarantees every line of advertising which appears in its columns.

Furthermore, the Capital has the largest circulation of any Des Moines newspaper, and in 1916 published more clean advertising in six issues a week than any other Des Moines newspaper published in seven issues per week.

Here are the government circulation figures, filed with the Des Moines post-office on April 1st.

GOVERNMENT FIGURES

CAPITAL ..... 47,668, 6 mo. average, net paid,
Daily and Sunday News 46,526, 6 mo. average, net paid,
Daily Register ..... 43,232, 6mo. average, net paid,
Evening Tribune ..... 37,464, 6 mo.average, net paid,

Perhaps the most notable advertising fact in connection with the Capital is that it regularly publishes more advertising from the sixteen largest stores in Des Moines in six issues a week than its chief competitor publishes, from the same stores, in thirteen issues per week.

The Des Moines Capital

Honest News — Honest Views — Honest Advertising

LAFAYETTE YOUNG, *Publisher.*

Special Representatives
O'MARA & ORMSBEE,
Brunswick Bldg., New York City.

Special Representatives
O'MARA & ORMSBEE,
Tribune Bldg., Chicago, Ill.

Member Audit Bureau of Circulations.

Creating a Public Crusade on Which to "Cash In" with Advertising

Manufacturer of "Tanglefoot" Bases Copy on Public Attitude Fostered by Himself

ONLY a fair degree of alertness is required for an advertiser to take advantage of current public interest in some topic in order to hitch his copy to it. But when an advertiser creates the public interest in question, and then proceeds with apparent innocence to capitalize it in his own paid space, he is showing enterprise enough to entitle him to a seat near the head of the class. Yet that is what the O. and W. Thum Company, of Grand Rapids, Mich., has done as only one phase of its selling campaign on Tanglefoot, the famous mortal enemy of his majesty, The Fly.

For four years the company has been promoting an agitation directed against poisonous fly-catchers, on the ground that they are dangerous in homes where there are young children. The corresponding advertising campaign which, of course, emphasizes the non-poisonous character of Tanglefoot, has run in women's, farm and medical journals. The agitation has resulted in the outlawing of poisonous fly-catchers in a number of States; and the corresponding advertising has sold an amazing quantity of Tanglefoot.

In starting its propaganda the company did not make any wild-eyed claims regarding the number of children poisoned by fly-catchers. It went out and got its facts first, and then began to do its talking. It used newspaper clipping bureaus to good effect, locating instances of children being made ill, in some cases fatally, through eating these materials, traced these down and secured complete authentication of the facts, and compiled a list which seemed to prove its case completely.

These facts were given publicity in the medical journals and in newspapers, and some magazines devoted to children started an active campaign against permitting fly-catchers containing poison to be sold. Discussion of the subject naturally called attention to the harmless character of Tanglefoot, and enabled it, while making conservative use of the facts obtained in its own advertising, to get the benefit of the sentiment aroused on the subject.

"Save the babies!" has thus been an appeal based on facts which have come to the attention of many readers because of the publicity given them through independent channels. The fact that the manufacturers of the "sticky fly-paper" started the movement, compiled the statistics and set the ball rolling does not affect the value of the news interest in the general subject of fly-catchers, but



ONE OF THE "ANTI-POISON" ADVERTISEMENTS

gives it a strikingly effective and obviously legitimate method of attack. Incidentally, it is seldom that a manufacturer has had the courage to train his guns so definitely on competition as this company has done or has succeeded to the extent noted in securing statutory regulation of its operations.

The present season is expected to be the last that the anti-poison campaign will run, as the company believes that the results desired have been accomplished, inasmuch as the public has been educated on the subject and taught to discriminate in the purchase of fly-catchers.

The Thum company has also, of course, cashed in on the publicity given to the anti-fly crusade throughout the country. "Swat the fly!" is a slogan of comparatively recent origin, and all of the swatters and all of the talk stirred up by the popular pastime have helped to boost the company's product. It has taken the center of the stage as an effective sanitary agent, since it has been recognized that the elimination of flies does as much as anything else to prevent the spread of disease. Fly-swatting is not in competition with Tanglefoot, but only makes the silent but equally efficacious work of the sticky paper all the more commendable. So publicity on fly-swatting activities has been excellent campaign material.

Incidentally, it is worth noting that while the manufacturers are strong believers in advertising, they have fewer opportunities to trace direct returns than most others. The sale of sticky flypaper depends almost entirely on the character of the season. In 1915 the summer was cool, there were few flies, and the consumption was relatively small. Last year was a scorcher, with a corresponding increase in the amount of Tanglefoot sold. Thus seasonal fluctuations made it impossible to say definitely when advertising has been successful; but in view of the general interest stirred up and the news value given to the advertising, those concerned with the publicity end of the business seem to feel no hesitation in saying that this particular campaign has produced results.

DEALERS APPRECIATE BROAD RETURN PRIVILEGE

An interesting side-light on the methods of the company, which have grown out of the irregular character of the consumption, due to fluctuations in weather conditions, is the manner in which the manufacturers dispose of left-over stocks in the hands of jobbers. A favorite statement of the company is that Tanglefoot is just as good as cash, and the method used emphasizes this point. The jobber has the privilege of returning the unsold goods to the nearest of the numerous warehouses, and he then receives, not a credit memorandum such as would ordinarily be issued, but a check for the full value of the goods.

Even when the goods are damaged in a fire—and water damage makes this kind of material a total loss—the company stands ready to make good any loss not covered by the insurance companies. The jobber collects on his fire-insurance policies, and the Thum company pays the balance of the loss on Tanglefoot. An attitude like this naturally does not throw any cold water on jobber enthusiasm for the Grand Rapids house.

Getting back to the matter of capitalizing current interest, it is recalled that in 1907, when the Pacific Coast was all excited over the threat of bubonic plague, a street-car campaign for the product was put on there. It was adapted cleverly to meet the special conditions which had arisen. It was understood that the plague was spread by rats which left ships sailing from the Orient; and the car-cards told how fleas from rats, which were the actual carriers of the disease, could be caught. The paper was baited with meat, placed on the floor near the walls, and did deadly execution. The intense interest and excitement which the possibility of the entrance of bubonic plague

Why the South is the Best Advertising Field in America

THE general public thinks about the South as a big, bountiful farm. And it is. Its farm products in 1916 amounted to the stupendous and unprecedented sum of $4,650,000,000. But, besides—

The South is a vast storehouse of precious minerals—a mammoth stretch of valuable forests—a maze of interlocking bays, lakes, rivers and gulfs swarming with millions of fish, oysters and clams. The South is an empire of live, thriving towns, full of big factories and mills, working full time and overtime, with important ports that export more merchandise than any other cities in the United States except New York and Philadelphia. The South is the home of 35,000,000 happy people, a large portion of whom are classed as well-to-do, if not wealthy, and rolling in prosperity to an extent they have never enjoyed before.

Conservative estimates based on accurate statistics show that the South is adding annually OVER TEN BILLION DOLLARS to the wealth of the Nation.

The South to-day is America's best publicity field for exploiting special brand or trademarked merchandise for personal or domestic use—foods, household goods, farming implements, garden tools, hardware, motor boats, motor cars, motor trucks musical instruments, heating systems, paints, proprietary preparations, etc. The Southerner needs all these things and buys them liberally in response to a well-directed advertising effort.

The most effective way to reach the Southern people is through their daily newspapers, which circulate almost exclusively among the buying element and which enjoy the Southerner's confidence to an extent that cannot be claimed by any other class of periodicals. Being strictly local in their respective fields, there is no waste or duplication of circulation. Newsstand sales are meagre. Nearly every copy goes right into the home of some family that may be listed as a purchasing possibility. It is the gilt-edged circulation of Dixieland.

If you are interested, Mr. Manufacturer, in knowing how your proposition would "take" in the Southern field, write to some of the newspapers listed below. All of them are members of the Southern Newspaper Publishers' Association. Any of them will give you suggestions as to sales possibilities in their respective sections.

ALABAMA
Birmingham Age Herald
Birmingham Ledger
Birmingham News
Gadsden Journal
Mobile Register
Montgomery Advertiser
Montgomery Journal

ARKANSAS
Little Rock Arkansas Democrat

FLORIDA
Jacksonville Florida Times Union

GEORGIA
Albany Herald
Atlanta Constitution
Atlanta Georgian-American
Atlanta Journal
Augusta Herald
Augusta Chronicle

GEORGIA (Continued)
Brunswick News
Macon News
Macon Telegraph
Savannah Morning News
Waycross Journal-Herald

KENTUCKY
Louisville Courier-Journal
Louisville Herald
Louisville Times

NORTH CAROLINA
Asheville Citizen
Charlotte News & Evening Chronicle
Charlotte Observer
Greensboro Daily News
Raleigh Times
Wilmington Dispatch
Winston-Salem Twin City Sentinel

SOUTH CAROLINA
Anderson Daily Mail
Charleston Evening Post
Columbia Record
Columbia State
Greenville News
Spartanburg Herald

TENNESSEE
Chattanooga News
Chattanooga Times
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial Appeal
Nashville Banner
Nashville Tennessean & American

TEXAS
Galveston News

VIRGINIA
Lynchburg News

The Illinois Staats-Zeitung

of Chicago, an American newspaper in the German Language, has for 70 years guided and directed the Germans in America to good citizenship. It is distinctively an American newspaper for America under all circumstances and at all times. At this critical time, it is one of the most potent newspapers in the Middle West. The following editorial in its issue of April 6th very clearly defines its attitude.

* * *

THE DIE IS CAST

The Congress has adopted the so-called war resolution by an overwhelming majority. President Wilson will surely sign it and then the United States will be officially at war with Germany.

True to its principles to the very last, this newspaper endeavored with untiring energy, unfaltering determination and convincing argument to keep this country in its first proclaimed course of strict neutrality. It was not to be. Many other loyal American newspapers and very many patriotic American citizens will bemoan the decision of our Congress to plunge our beloved land into the European maelstrom of blood and carnage. Whatever the forces are that brought America into the war, we will not now analyze them.

Our country is in war. This newspaper abides by the decision of Congress and supports war.

* * *

God grant that our participation in it will be limited to defense.

God grant that entering the European war will not prolong the titanic struggle abroad.

God grant that our arms will be crowned with victory—the victory of a just and humane cause.

God grant that peace may come to all the warring nations, that their peoples may be spared further bloodshed, suffering, privation and sacrifices.

God grant that the awful hatred of Christian against Christian will give way to a revival of true Christianity: "Love thy neighbor as thyself."

* * *

This newspaper candidly admits that the German government sinned against the United States and condemns, again as it has heretofore condemned, the German government for those sins. The United States was justified in declaring war against Germany, in the opinions of our Congress and our administration.

Heavy tho the heart may be, dazed tho the brain may feel, there is only one possible course of thought and action for every loyal American and that is to stand by the stars and stripes and support our duly elected officials in their efforts to direct a successful war.

* * *

The "unthinkable" thing has happened. Germany is the enemy of our country. We are at war with the Fatherland of millions of our citizens.

It will not do to clench fists and breathe smothered oaths. We are all citizens of one republic, the greatest, the freest republic on earth, and our legally elected representatives in whom we reposed our trust to lead us right, have decided that Germany is our enemy and we will abide by that decision and accept it. We will go our regular ways, live in peace with our neighbors and obey the laws of our land. We will do our full duty as citizens. We will heed our country's call. Our country needs men for every branch of the service. It will cast credit upon Americans of Teutonic descent if they join the army and the navy of the United States.

* * *

The United States has been at war with Great Britain on several occasions. Americans of Anglo-Saxon descent joined the army and the navy of their adopted country and fought their own kin. It was the proper and the loyal thing to do. Americans of Teutonic descent fought at their side.

* * *

No one can read the future. No one can tell what the future holds. The United States may be at war with Great Britain or Mexico before another twelve months roll by.

had aroused of course made the publicity efforts of the Tanglefoot people especially successful.

Again, the company has capitalized current interest in the national sport of baseball. It has used painted bulletins in a number of big league ball parks, presenting the fly-catching ability of Tanglefoot in a humorous way in comparison with those of the star outfielders of the game. Thus last year at the Philadelphia National's park the sign read:

"In 1915 Whitted, Philadelphia, caught 266 flies. Tanglefoot, Grand Rapids, caught 50,000,000,000 flies."

Each season the bulletins are changed and the statistics—chiefly with reference to the ball players rather than the fly-paper—are brought up-to-date. The sign makes baseball fans laugh, sets them to thinking about Tanglefoot as the champion fly-catcher, and gives a graphic quality to the immensity of its operations which figures stated in the ordinary way would lack entirely.

Tanglefoot has no trouble in securing dealer displays. In thousands of stores, all summer long, you will find it occupying a very prominent position, spread out along the counter or upon the shelves. This is not because the storekeeper wants to sell it, but because he wants to catch flies! These sheets constitute the best sort of demonstration. They carry the name of the product, and constitute as good advertising as anyone could ask for.

In line with the current literature in sanitation, as evidenced in the greater care with which goods are packed, the company has brought out this year for the first time a Handy Package of Tanglefoot sheets, a sealed, moisture-proof envelope containing five double sheets, and retailing at 10 cents. The dealers have shown appreciation of the new method because it saves them the expense of wrapping the goods—and in these days of high cost of paper and other wrapping materials, every little bit helps.

The new package also assisted in enabling necessary increases in the trade prices of Tanglefoot to be put over without a ripple of opposition on the part of the dealers, as it has made the 10-cent item standard, whereas heretofore most dealers have sold it in five-cent lots. Getting the public accustomed to buying the larger package will undoubtedly make the total profits of the dealers on Tanglefoot considerably larger, while their margin, even with the increase, is still unusually generous.

The Tanglefoot campaign carries a lesson which should interest manufacturers even in widely different fields. If your product is one which can be tied up safely with some movement of vital importance to public welfare, then you are certainly justified in seizing your opportunity to create effective copy built around the movement in question. At the same time it is usually wisest not to let the movement seem to be only an incidental point grasped by you in your eagerness to sell goods. Not all manufacturers, of course, will find the solution in the Thum company's somewhat strenuous attack upon competing products; but they will probably all be interested in knowing how this particular campaign was "put over."

Added Fame for Hazen J. Titus

Hazen J. Titus, superintendent of the dining cars of the Northern Pacific Railroad, is to have an auxiliary-powered schooner named after him. It is to be launched in Astoria, Wash., next month. The chief feature of interest in connection with the launching is that a potato will be hollowed out and filled with champagne for the christening. Mr. Titus was the originator of the "Great Big Baked Potato" on the Northern Pacific, whose advertising story appeared in PRINTERS' INK, February 17, 1916.

Plan Campaign for Country Road Tires

The Racine Rubber Company, of Racine, Wis., is planning an extensive newspaper campaign on "Country Road" tires. The Nichols-Finn Advertising Company, of Chicago, is preparing the campaign.

How Old Dutch Cleanser Is Fencing Off the Farm Market

Held Up to Salesman as Offering "Exceptional Opportunities"

A FEW years from now, when the other cleanser manufacturers suddenly awake to the fact that there are some six million farm homes in this country offering an outlet of gigantic proportions—they will find this market securely nailed down and labeled "Property of the Cudahy Packing Company, Old Dutch Cleanser Department, Chicago, Illinois." That is, they will, if the plans of this concern do not miscarry, and the five-cent cleansers will only stay out of the market long enough to enable them to get their positions "consolidated."

For going on four years the Cudahy forces have been systematically entrenching themselves in this field. Unlike some of the other cleanser manufacturers, they realized that in spite of the fact that there were a lot of farmers who persisted in making their own soap and using scouring bricks and other economy cleaning devices, each year saw an increasing number of farmers who demanded the better things in life. These farmers offered a constantly expanding outlet, provided they could be caught "young" and thoroughly educated, not only to the uses that abounded on their farms for cleanser, but also to the fact that a ten-cent cleanser was likely to be the least expensive in the long run.



EACH ADVERTISEMENT SHOWS A SPECIAL USE FOR FARMERS OR THEIR WIVES

Realizing the advantages of being first on the ground, the company laid out its farm campaign in systematic fashion. Only mediums of assured reader interest were used. Publications which were not able to give a good account of how their circulation was obtained were left off this list, and out of the several hundred farm papers available those which gave evidence of having a strong home flavor were selected. This list has been constantly revamped, so that this spring it embraces all told forty-five publications. These consist of thirty-seven "zone" or "sectional" papers, reinforced by eight so-called national farm papers. The list as completed carried the "Old Dutch" message into practically all of the most progressive farm homes.

The copy which is being used in this list has been written with an eye to its effect both on the country merchant and the farmer. One ad suggests his using "Old Dutch" around his garage, another points out that it makes milk cans sweet and sanitary; another that it keeps trimmings clean on harness; that it takes the greasy film off the churn, etc. The plan is to make one suggestion at a time, and keep making suggestion after suggestion. In this way it is reasonably certain that sooner or later one of the ads will score a bull's-eye and make a new convert for "Old Dutch."

This suggestive style of copy the manufacturer believes will have a most pronounced effect on the small dealer. The portfolio which is furnished salesmen includes proofs of the entire series of twenty-four separate ads, and

COLLEGE OF BUSINESS ADMINISTRATION
Boston University



Standards of Service

In rural communities clusters of mail delivery boxes at the crossroads evidence Uncle Sam's postal service. Here the neighbors trudge from their homes—perhaps a few yards, perhaps a quarter mile or so—for their mail.

Comprehensive as is the government postal system, still the service rendered by its mail carriers is necessarily restricted, as the country dweller knows.

Long before rural delivery was established the Bell System began to link up the farmhouse with the neighboring towns and villages. One-fourth of the 10,000,000 telephones in the Bell System are rural. They reach more places than there are post offices. Along the highways and private lanes the telephone poles lead straight up to the farmer's door.

He need not stir from the cheerful hearth ablaze in winter, nor grope along dark roads at night for friendly news or aid in time of trouble. Right in the heart of his home is the telephone. It is the American farmer's key to the outside world, and in no other country is it found.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy *One System* *Universal Service*



We want to talk to an Advertising Manager who is so strong with his boss that the boss will approve the proposition we are about to make.

We organized our advertising agency two years ago in one of the four largest cities of America. We are growing very rapidly. Our plan is so different and so efficient that the biggest executives sit up and take notice when they hear it.

Every man in our organization is corporation trained. We want more like them. Maybe you want to enter the agency field. Perhaps we can offer you a much better contract than you now have. Write at once giving age, experience and present salary.

Address, P. D. Q., Box 272, care Printers' Ink.

An Announcement

Mr. Gustave Gudé has been named Eastern Representative of the Chicago Evening American.

Evening American Publishing Company
Chicago, Illinois

they are grouped in such a way that all a salesman has to do is to spread out his portfolio before his customer and the copy speaks for itself.

Even the most illiterate cross-roads storekeeper can't help seeing that an article which can be used by the farmers for so many different purposes will be a good seller—and the fact that he makes a nice profit besides is very apt to induce him to stock up.

However, some small-town storekeepers not only have their own ideas about the kind of copy that influences farmers — but quite often they go to extremes in testing a product before they offer it for sale in their store. One merchant in a small Indiana town, when shown the proofs for the new spring campaign of Old Dutch Cleanser, condemned the whole campaign because in one ad it was stated that the product would polish and purify aluminum cooking utensils. It seemed that this merchant had carefully tested it out in his own kitchen prior to stocking it, and he had never noticed that it kept his utensils as "bright as new," "any more," he said, "than marble dust would polish silverware."

FARM COPY THAT MOVES GOODS

This country merchant, however, frankly admitted that concrete copy of this kind, suggesting specific uses, was by far the most effective that an advertiser could use in bidding for the farmer's business. It also is popular with salesmen selling the country merchant because it bears facial evidence of being able to "move" the goods. "Turnovers," not "Leftovers," are what interest all progressive merchants, reads the instructions to salesmen. "This copy is resulting in increased demand from the farming communities and means new customers, increased consumption, quicker movement of the goods and more profits to the retailer."

By consistent use of the farm papers in this way, the Cudahy company believes that it will not only do the things that the salesmen have been told the campaign

The A. B. C. and one of the 3 "R's"

Our A. B. C. statement and a little "rithmetic" will prove The Atlantic has the lowest rate per page per thousand at which advertisers can purchase $4 a year circulation.

We are now exceeding our 1918 guarantee of 75,000. 1917 Rate $125 a page.

The Atlantic Monthly

MEMBER A. B. C.

Who also publish
The House Beautiful

New York Boston Chicago



Inconsistency and incompetency can both make showy fronts but behind

PRINTED SALESMEN

there is a fifty years record of achievement.

Established more than fifty years. The largest high grade printers in the world

The Lakeside Press

R. R. Donnelley & Sons Co.

Chicago, U. S. A.

The MESSAGE
before the Messenger

SMALL advertisers interest me. They have futures. I am not afraid of small space or the usage of type only. I'm an economy 'though not a cheap "hack."

SHERLEY HUNTER
Good Copy
114 East 13th Street, New York
Telephone Stuyvesant 1197

Let me work in conjunction with your advertising agent

Stereotypes and Mats

We specialize in the manufacture of mats and stereotypes and therefore believe we are better qualified than most organizations to satisfy the needs of advertisers and agencies in this line.

Much Cheaper --and Better

Stereotypes are particularly desirable for newspaper advertising. When large quantities are necessary an advertiser makes a really astonishing saving over what electrotypes would cost. The result is just as good or better.

J. T. BUNTIN, Inc.
209-219 West 38th St. New York City

is doing—but it is looking still further ahead. In the big city markets competition from five-cent cleansers is becoming an ever-increasing worry. Several of the concerns which originally started out to market ten-cent cleansers, notably Swift & Company and Armour & Company, reading the handwriting on the wall, have substituted five-cent sellers for the ten-cent article and are going after the city business with increasing energy. All of which need not disturb Old Dutch, once it gets the farm-market fences up.

Gillette in Canada Welcomes Uncle Sam

In Canadian morning papers on April 2d, which contained President Wilson's war message, the Canadian Gillette Safety Razor Company used large space, showing at the top an illustration of a Canadian officer in active service uniform shaking hands with an American soldier—and a headline that rivaled those on the news page, *"The States Come In."* It was a foregone conclusion that the United States would enter the war, but the Gillette people were the only advertisers to make copy out of the event.

This copy was not "last-minute stuff," but had been in type for days with orders to release the moment the President said war. In part the copy read:

"Now that official action has struck off the fetters of neutrality, our cousins across the Line are free to throw their whole weight into the world's struggle for freedom and humanity.

"Unofficially and individually they have already contributed much to the Allied cause—in moral and financial support, in munitions and machinery, and by no means least in those brilliant inventions for which they are famous. The Lewis gun, the Curtis hydroplane and a wonderful submarine detector are products of their genius which in our hands have done most efficient work by land, air and sea; while the American-invented, Canadian-made Gillette Safety Razor has been a friend indeed to our officers and men on active service everywhere."

Form Southern Agents' Association

Representatives from seven advertising agencies located in the South met in Atlanta last week for the purpose of organizing the Southern Advertising Agents' Association. Officers of the new association were elected as follows: St. Elmo Massengale, Atlanta, president; Jefferson Thomas, Jacksonville, Fla., vice-president; E. E. Dallis, Atlanta, secretary and treasurer.



Well-known Men Conduct Course in Advertising and Salesmanship

Realizing the need for practical and expert instructions on this subject, the men above pictured have co-operated and evolved a practical course of instruction in advertising and salesmanship. This is being presented both locally in Chicago and by correspondence throughout the country. None of these men are professional teachers. They are all practical advertising and sales managers with years of experience. The atmosphere of their daily work pervades their lessons. Under their guidance, students can clip off at least ten years of hard work in the gaining of experience.

First Practical Course

The course is nine-tenths practice and one-tenth theory. Students engage in advertising work as soon as they enroll. Every lesson carries the human touch that makes them eager for the next. Enrolling in this course is more like going to work as an assistant to a master salesman advertising manager than it is like going to school.

Free Vocational Analysis

To determine whether or not students are eligible for this course or whether they are qualified to succeed as advertising sales managers, each is personally analyzed free by a well-known vocational director. This course is not open to everyone who has the tuition fee. Only those qualified to succeed are enrolled.

What This Course Covers

Students are taught the mechanics, the theory, and the practice of advertising. They are taught by actually preparing advertisements for magazines, newspapers, billboards, etc.; by preparing booklets, mailing cards, folders, and other sales literature. They are taught how to analyze markets; plan complete sales and advertising campaigns; edit house organs; conduct a mail order business; and write strong, convincing, human sales letters. The course is not academic, but as complete and practical as possible.

The attached coupon will bring full information. Mail it.

Bryant & Stratton College
2732 Bryant & Stratton Building
Chicago, U. S. A.

TEAR OFF HERE AND MAIL

Coupon

Bryant & Stratton Business College
2732 Bryant & Stratton Bldg., Chicago

Gentlemen:—Please send me Free Book, "From Poverty to $10,000 a Year" Personal Analysis Chart, and full information on your course in Advertising and Salesmanship.

Name and Address.....

The Government Statement of the

Los Angeles Times

for the six months ending April 1st, 1917 shows an average net paid circulation of 67,907 copies. Circulation for same period, Sunday only, 105,410 copies. This is an every day gain of 3,199 copies, and a gain for the Sunday edition of 5,633 copies for the same period of 1916.

During the first three months of 1917 the TIMES printed 3,398,276 lines of advertising, which is a gain of 151,424 lines over the corresponding period of last year.

The high quality and remarkable purchasing power of the

Los Angeles Times

circulation, and the profitableness of its columns to its advertising patrons, enables the TIMES to print more advertising every day in the year, year in and year out, than any other newspaper on the Pacific Coast.

FOREIGN REPRESENTATIVES

WILLIAMS, LAWRENCE & CRESMER CO., Brunswick Bldg., New York City. Harris Trust Bldg., Chicago, Ill.
R. J. BIDWELL CO., 742 Market St., San Francisco, Cal.

Advertised By-Products of Packing Business Now Vital Aid to Medicine

How Armour & Company Have Followed Patient Research With Persistent Advertising to Teach Doctors to Use Magic New Preparations

By Edward Mott Woolley

[EDITORIAL NOTE: There is no chapter in the history of American business more absorbingly interesting, nor more important, than the development of the humble by-products, formerly regarded as waste, into their present commanding position in many industries. In this article Mr. Woolley leads us through the wonderful medical laboratories of Armour & Company and shows how advertising has placed the by-products of the packing business among the vital necessities of modern medical practice. While not all manufacturers have as great possibilities among their by-products as the packing companies have, the lesson of research and investigation which is pointed here is one vital to every business man, in every line.]

IN the whole great scheme of Armour & Company's advertising there is nothing that touches a field quite so wonderful as the laboratory publicity. And here, too, we follow out the story of the Armour by-products, other phases of which were described in a recent article in PRINTERS' INK.

The laboratory advertising of this house, it is true, is pretty much unknown to the general business field, since it is intended for the medical audience. Moreover, it is a thoroughly sober and conservative kind of advertising and would pass unnoticed by the average layman unless he paused to look beneath the surface. Yet back of it is a marvelous merchandising story of the development of waste abattoir materials into medicines that are solving some of the most mysterious problems of therapy.

The advertising itself tells something of the story but in a highly technical way, so that the general reader gets little of the wonder and sensationalism of it. I hesitate to use the latter term, but I believe you will find it justified. And let me say at the start that I am not writing a medical story, but a business one, although in spots it must take on a semi-medical aspect in order to show the achievements and the industrial aims of this by-product work. The story would lose its point if I did not show briefly the uses to which these by-products are put.

One would scarcely expect melodrama to come out of the cruel arena of the slaughter-house, or magic from the merciless stroke of the executioner; but in this Armour advertising we find written well-nigh incredible tales of priceless by-products long undiscovered and lost to the world, but now turned to miraculous purposes.

Of course, the packers make no claim of originating these ideas, for scientific investigators—of whom Dr. Brown-Sequard was perhaps the most conspicuous—have long labored over such problems. The use of the sheep thyroid gland as a remedy came about through experiments following a long series of observations of patients operated upon for the excision of the thyroid, which is the seat of goiter; but the pharmaceutical laboratory of Armour & Company, nevertheless, stands as a monument of business imagination and daring, for, in addition to taking the raw germ of many a scientific idea and turning it into the finished by-product, it has worked steadily at original research. From one of the advertisements I state the scope of this work:

"The Armour laboratory is designed solely to develop and carry to the state of perfection those animal products provided by our abattoir in plenty, and which, in

Copyright, 1917, by the Printers' Ink Publishing Co.

their finished condition, are important therapeutic agents."

For example, one of the former items of waste from the packing-houses was the thyroid gland from the neck of the sheep. This is now utilized as a remedy, and I quote from one of the Armour booklets, which, in turn, quotes a paper by Dr. Charles E. De M. Sajous, of Philadelphia:

"'Probably the most striking evidence of the value of our remedies . . . is that afforded by the use of thyroid extract in cretinism [idiocy]. As Osler wrote some years ago, no type of transformation is more distressing to look at than an aggravated case of cretinism. The stunted stature, the semi-bestial aspect, the blubber lips, retroussé nose sunken at the root, wide-open mouth, lolling tongue, the small eyes, half closed, with swollen lids, the stolid and expressionless face, squat figure, muddy, dry skin, all combine to make the picture of what has been called the pariah of nature. Not the magic wand of Progress or the brave kiss of the daughter of Hippocrates ever effected such a change as that which we are now enabled to make in these unfortunate victims, doomed heretofore to live lives in hopeless imbecility, an unspeakable affliction to their parents and relatives. Within a month to six weeks after the administration of thyroid loss in weight is noticed. . . . The face becomes smaller, the puffiness about the eyes abates. The projecting abdomen diminishes in size, the child's figure improves, the hair becomes finer and more abundant and the skin loses its roughness and yellow hue. Soon, also, the mental capacity improves, and ultimately a normal average child is evolved out of the idiotic dwarf that was.'"

The laboratory was established twenty-seven years ago, and ever since has been contributing to a merciful science. Out of the sanguinary pits of the killing-rooms it has been piecing together, bit by bit, a drama with an overmastering appeal to suffering humanity. I have before me a collection of the laboratory booklets, which may well be described as reason-why documents. There are no glittering generalities, no mere descriptions of laboratory processes and no boastful claims. Both sides of the problems are freely stated. Most of these booklets, of which there are many, are made up of reprints or digests of papers and addresses by physicians, giving clinical and private experience with remedies such as Armour (with other manufacturers) produces. To the reader who understands the terminology, this advertising has a peculiar clinch that is unescapable.

In this article I am attempting to translate into every-day terms something of this by-product development. Probably the thyroid remedy to which I have referred is the most important of all, and among the Armour pamphlets there is a series devoted to the scientific researches of this laboratory into thyroids.

REMEDY IS PUT TO A MULTITUDE OF USES

I am not competent to express personal opinions, and this article simply reflects the Armour advertising; but I find a mass of testimony to show that out of the abattoir have developed remedies that cure or alleviate many hitherto unexplainable and subtle maladies. This thyroid remedy is used in a long list of women's diseases, obesity, goiter, eczema, hysteria, insanity, epilepsy, melancholia, slow growth in children, senility and a baffling condition known as myxedema, in which the intellect is dulled and the patient, both physically and mentally, reverts sometimes to semi-idiocy. So here I get my justification for asserting that this is perhaps the strangest business story ever written.

Indeed, the evidence indicates that out of the killing-pens may come a new régime in medicine.

"The action of the thyroid preparations," says one of the advertisements, "exemplifies the logical aim of the medicine of the future, a medicine quite as efficient in its results as modern surgery."

Financial Institutions

are familiar with the fact that the Boston News Bureau holds a unique position in financial journalism.

The Boston News Bureau maintains a news gathering organization covering two continents, and a statistical organization capable of correct and instant interpretation of any financial happening.

Its advertising columns are open only to high-class advertising.

The Advertising Agency Department of the BOSTON NEWS BUREAU

is backed by this organization and equipped with every requisite for the proper handling of advertising.

It offers to financial advertisers a service which no other organization attempts to equal.

The value of this service to financial advertisers is demonstrated by the fact that the **Advertising Agency Department** of the **Boston News Bureau**

Places More Than 90% of the Financial Advertising in New England

30 KILBY STREET
Boston, Mass.

"A good New England paper in a good New England field"

BRIDGEPORT

Connecticut

"The Gateway to New England"

Bridgeport has made history, and is making history.

It is the "ESSEN OF AMERICA" more today than ever. Vulcan and his forge are making thunderbolts here.

But the story is not half told. When we can reveal developments to come for Bridgeport it will create interest from Maine to California, and then some. Meanwhile the

Post and Telegram

has a gross circulation of 37,000 and is on a practically non-returnable basis which will show a net of

35,000

Contracts made now at the present rate are the best newspaper advertising investment in the market!

Population of Bridgeport, estimated, 160,000

Largest Connecticut Circulation!

The Julius Mathews Special Agency
Boston——New York——Chicago

The Diversified Industries of Bridgeport

Many people think of Bridgeport entirely as a "munition" city.

TRUE, here are made
Rifles
Naval Guns
Shells
Shrapnel
Cartridges
and
Submarines.

BUT, the factories in lines unrelated to munitions would make Bridgeport a city of 100,000 population.

Among them are the following:

Singer Sewing Machine Co.
American Graphophone Co.
Weed Chain Tire Grip Co.
American Chain Co.
Locomobile Company of America.
The Salts Textile Co.
Warner Brothers Corset Co.
G. C. Batchellor Corset Co.
International Silver Co.
Canfield Rubber Works.
American Tube and Stamping Co.
Harvey Hubbell, Inc.
Bullard Machine Tool Co.
Acme Shear Co.
Crane Valve Co.
Bryant Electric Co.
Eastern Malleable Iron Co.

And there are many other smaller factories.

Bridgeport's products are known and sold "the world over!"

In New England lived a girl of sixteen who was subject to unfathomable spells of sleeping sickness, lasting for days, during which she remained in a state of coma. Many physicians treated her, but always with complete failure, until she came into the hands of a distinguished doctor who diagnosed her trouble as periodic intoxication due to an imperfect thyroid gland. Her recovery was rapid and complete when this imperfection was corrected with medicine made from the thyroid of sheep. Can anything better exemplify the marvelous possibilities of the industrial experimental department?

In infantile idiocy, or the condition to which I have referred as cretinism, it has been found that after recovery the subject must continue to take the thyroid remedy, in small quantities, for life; otherwise he relapses. His hope turns constantly to that commonly reviled spot, the packing-house, which in reality has done some of the most extraordinary constructive work in modern business. It is a misfortune that so great a work has not been reduced to permanent, accurate and detailed history, not merely as regards the pharmaceutical laboratory, but as to all the by-products I touched on in the former article. In fact, I have observed the same lack in almost all experimental work with which I have come in contact in American industrial activity. The difficulty of getting information, because such information has not been preserved in written form, is amazing. I believe that a coming development of industry must be the skilled editorial department. Great advertising possibilities are being lost, and prestige of immense value in future years is carelessly dissipated through the present indifference to the preservation of the story of developments. How often do we hear: "Old Mr. Blank might tell you, if he were living, but there is nobody around here now who knows"?

The raw materials of the Armour establishment that go into the laboratory and come forth as

A Joke, Tommy Rot, Foolishness!

The circulation claims put forth, and often sworn to, by some papers. No advertiser can afford to accept anything

but **A. B. C.** proof.

Why not KNOW?

There is one paper, and *only* one, in

Meriden, Connecticut

guaranteeing

A. B. C. AUDITS

It's THE RECORD

VENUS
10¢ PENCIL



VENUS Perfect pencils appeal strongly to those whose pencil requirements are exacting. 17 perfect degrees of black lead, from 6B softest to 9H hardest, and hard and medium copying.

FLAWLESS, UNIFORM, RELIABLE, ECONOMICAL.
Distinctive Watermark Finish.

Try 6B for writing copying and you will admit you never before knew what real pencil satisfaction was. There's a VENUS degree just right for *your* purpose.

Samples sent free on request. Write for them.



American Lead Pencil Co.
205 Fifth Avenue, N. Y.

Manufacturing New England

She gathers raw products from all parts of the country, gold, silver, iron, copper, cotton, wool and leather, and by her skill fashions them into the necessities, comforts and ornaments that find a demand wherever there is civilization.

The product of her textile mills is the greatest and amounts yearly to $743,489,000.

New England leads the country in her manufacture of woolens, both in quality and quantity.

The product of her boots and shoes yearly is $289,950,000.

She leads the country in the manufacture of silverware and brassware, and in the manufacture of firearms she is unrivalled.

Her skill in the arts and crafts has made her prosperous, the savings banks having 32.6 per cent., or nearly one-third the deposits of the entire country.

The way to tell New England people what you have to sell is to tell them of it through their home daily newspaper. The names of fifteen of the best follow:

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,184 net A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 5,192.
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS. Standard and Mercury
Daily Circulation 20,949 net paid
Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS
Daily Circulation 18,732 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 30,444
Population 100,000, with suburbs 250,000

TAUNTON, MASS., DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C
Population 38,000, with suburbs 53,000

BRIDGEPORT, CT. POST and TELEGRAM
Daily Circulation 32,219
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Circulation 9,000
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL
Daily Circulation 5,386
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN
Daily Circulation 9,534
Population 73,144, with suburbs 100,000

AUGUSTA, ME., JOURNAL
Daily Circulation 10,068 net paid
Population 13,211, with suburbs 75,000

PORTLAND, ME., EXPRESS
Daily Circulation 21,247
Population 58,571, with suburbs 75,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

by-product medicines include the suprarenal glands of sheep; and here we observe one advantage of bigness in industry. It takes 135,000 sheep to make one pound of this suprarenal active principle, and it costs $5,000 a pound. This gland is located just above the kidney and contains an active principle which is one of the most powerful astringents known.

The suprarenal gland—formerly among the material carted out to that prairie dump once adjacent to the Chicago stockyards—but in recent years utilized in its entirety in the manufacture of commercial products—is used in the treatment of a long list of serious diseases. There must be a mighty stimulus to industrial experimental work, altogether above the hope of financial gain, when waste can be turned to such purposes.

REFUSE PUT TO GOOD SERVICE

Indeed, the recovered treasure of the packing-house industry are constantly taking the investigators far afield, and, although the use of glandular preparations from animals is comparatively new in medicine—organotherapy, as it is called—the internal organs of cattle, sheep and hogs have been found to be a veritable wonderland. Originally the packers supposed they had only food products to deal with, and the great mysteries of nature within those raw products went unprobed. It was not until man's relationship to animals began to be investigated that analogies were drawn and experiments undertaken. How many other industries of to-day may hold secrets undreamed of?

At the base of the brain in man and all animals is a gland called the pituitary body, a small, oval and reddish-gray organ, formerly supposed to be associated with the functions of the nose. The erroneous notions of physiologists and doctors of past eras are comparable to the former mistakes—and perhaps some of the present ones—of industry in general. They are curious reminders of the value of scientific experimental work. To-day this pituitary body

85
Out of Every 100

families in the largest, the liveliest, the most progressive and the most beautiful city in

Maine

read every week day, the great afternoon daily newspaper in

Portland,

The Evening Express

The Big Fellow in Maine Journalism

The summer months are approaching and the population of Portland will be doubled or nearly so. This city is the gateway through which nearly all pass to the hundreds of delightful spots in this great state. Many thousands of them linger here and in the beautiful suburbs, and they shop in Portland. PORTLAND is not only the shopping center, but the JOBBING CENTER and the financial center of the state.

The total average paid circulation (October P. O. Statement) was 22,896 copies daily.

22,896

"A Good New England Daily in a Good New England Field!"

The Sunday Telegram

Is head and shoulders above all other Maine Sunday papers. Advertisers get from it profitable results. Net paid over 14,000.

The Julius Mathews Special Agency
Boston——New York——Chicago

The Wing to cost $250,000 But It Is A "Bird" of a Plant

The McElwain Shoe Company announces that it will erect in

MANCHESTER
New Hampshire

a wing for their shoe factory, the estimated cost being from $250,000 to $300,000. The McElwain Shoe factory in Manchester is one of the largest shoe plants in the world and the new addition will make nearly

A Million-Dollar *Increase* in the Payroll of this ONE Factory

and call for 1,200 additional employees.

And this is not all: the biggest textile plant in the country if not in the world, is in Manchester; nor is this all: the biggest ten-cent cigar factory in the country is in Manchester. This factory brings the Government more than $2,000 a day for revenue stamps. And there are many other things doing in this virile city that make it worth while, yes, well-nigh indispensable, to every advertiser. The

UNION-LEADER

has more than *five* times the actual circulation of the next nearest New Hampshire paper.

This is New Hampshire's greatest advertising force, and one of the most influential of New England's home dailies.

The Julius Mathews Special Agency
Boston——New York——Chicago

is one of Armour's important laboratory by-products. The copy on the pituitary is exceedingly technical and filled with terms that require a medical dictionary to translate; and yet between those difficult words it is possible to read something of the great tragedy of human suffering and the work of alleviating it that has developed these by-products of the packing industry.

The Armour creed, as I showed in the former article, is that nothing be wasted and that the highest use be found for every class of material. This policy has saved the packing business from ruin. Inside the head of the steer is the pineal gland, very small and obscure, but formerly supposed by some philosophers to be the seat of the soul. I do not know when or how this tiny gland was redeemed from waste, but somehow its medicinal qualities were discovered, and now the head of each steer yields three-quarters of a grain of dried substance that goes into various kinds of medicine. Something of the same statement applies to the parathyroids of man and of animals. In the course of slaughter the easier way would be to let them go to the rendering tank, because they are imbedded in fat under the tongue; but instead they are turned over to the laboratory for medicinal by-products.

USES OF OTHER GLANDS

The thymus gland, which in man lies in the upper part of the thorax and lower part of the throat, is another interesting example. It is present in young animals of all kinds and disappears at maturity, except in hibernating animals, such as bears, woodchucks, porcupines and the like, that go into winter quarters. The thymus is taken from the young animals killed at the stockyards and from it is evolved a remedy used in feeding infants suffering from rickets and allied diseases. It is also employed in rheumatism and gout.

Lecithin is a waxy substance found distributed in the brain and resembling in its qualities a sub-

stance in the yolk of an egg. From lecithin the Armour laboratory makes an emulsion called lecithol, containing phosphorus, and this is used in a large number of ailments.

From the pancreas, a gland in the intestinal region, comes trypsin, used to dissolve diphtheritic, cancerous and other false membranes, which it does rapidly; and a curious thing about this by-product is that it lets healthy tissue alone. I imagine that in this remarkable remedy, as in other products of the packing-houses, science owes as much to the workers in these industrial laboratories as to the doctors who, perhaps, have led the experiments. It is one thing to formulate a hypothesis about some animal gland, but it is quite another thing to develop such hypothesis into a medicine capable of meeting severe conditions.

Pancreatin is a preparation also made from the pancreas, and is employed in intestinal indigestion and in the pre-digesting of foods for infants and invalids.

The more we study these by-products the more bewildered we become over the complexity of this drug field in the interior regions of the animals we have so long regarded only as the source of our daily repasts. And the more we examine into the work of the laboratory the greater must our admiration be for the persistent and minute research that has analyzed every organ and fiber, seemingly, to find products of higher value. The process reminds one of the "trading up" procedures in the mercantile field. It is never a policy of letting good enough alone, but always a definite plan of getting something better out of a thing, if possible.

I might show the application of this principle if I could describe technically the preparation of a remedy called duodenin, made from the "glandular or epithelial layer and mucous lining of the hog duodenum," which is the part of the small intestine next following the stomach. But since I am writing a business story and not a technical one, I shall not

NEW HAVEN
(Connecticut)

Register

A two-cent evening newspaper

The recognized leading daily in Connecticut's largest city

The Register Leads

1. In **circulation.**
2. In volume of **advertising,** all kinds — display and classified.
3. In **news,** local, foreign and departmental.
4. In **equipment,** having greater capacity for setting matter, and for producing more pages and papers in a given time.
5. In **staff,** having a greater number of editors, reporters and writers.
6. In **public confidence** — both readers and advertisers believe in the *Register.*

New Haven

The greatest city in Connecticut. More than 150,000 population. Fine industrial city, good business city and a mighty good place to sell your goods.

Insist on the *Register* being on your list!

"A Good New England Paper, in a good New England field!"

The Julius Mathews Special Agency
Boston——New York——Chicago

The Foremost Home Newspaper in "The City of Homes"

The

Springfield Union

Morning Evening Sunday

Circulation—Quantity *Plus*—!

Not only has The Springfield Union the largest circulation in Western Massachusetts, but moreover, practically its entire distribution is concentrated within the trading area of Springfield. Thus The Union appeals to the great buying-power of one of the most important and prosperous sections of the East.

Constructive Co-operation

Maximum Productiveness for Your Advertising Campaign

The Union's Cooperative Service Department has few equals in the scope and productiveness of its merchandising helps. The Union enjoys the highest prestige among local retailers in every class and has impressed upon them the importance of linking up to general advertising campaigns. The Service Department furnishes agencies and general advertisers accurate analyses of the local market in respect to any class of merchandise, trade investigation, reports, and secures effective dealer cooperation.

For detailed information about this great market and its position as regards YOUR product, address

The Springfield Union
SPRINGFIELD, MASS.

Co-operative Service Department

The Julius Mathews Special Agency
Boston——New York——Chicago

attempt to tell how the duodenum has been analyzed so as to secure the maximum of active properties. This remedy is used in intestinal disorders.

PEPSIN A MOST IMPORTANT BY-PRODUCT OF THE PACKING HOUSE

Pepsin, of course, is the best-known article of its kind, and was one of the first laboratory by-products. It is a product secreted by glands in the mucous membrane of the stomach of the higher animals, and is a specific for digestive troubles. It is also used to a considerable extent in the treatment of indolent ulcers, and it is another one of those strange forces that dissolve dead tissue but do not affect living tissue in any way. Just at present there is an enormous demand for pepsin as a substitute for rennet, the curdling ferment used in cheese-making. Rennet is scarce, because the large imports of normal times are cut off. The stomach linings of young calves are the source of rennet, which, like pepsin, is extensively used in the manufacture of medicinal preparations.

The Armour product known as red bone marrow is another good example of the trading-up process. It is made from fresh calves' ribs—which once went for a far less valuable sales use. These ribs are finely pulverized and digested for several weeks in chemically pure glycerine.

As a remedy it enormously increases the rate of production of the red corpuscles and supplies the glands with blood-making material.

Of course, I have merely been quoting indirectly from the Armour advertisements to illustrate the point that stands out all through the policy of this company: the discovery of higher uses. There are many other laboratory products and all the output of this strange factory within a factory goes to make up one of the most illuminating and inspiring of by-product stories. The whole Armour plant and subsidiaries form a deep study in by-products.

The Use of the White House in Advertising

There Is No Law Against It, But It Is Advisable to Refer to Endorsement Carefully—Executive Offices Don't Always Look With Favor on Advertising of This Sort

PRATT & LAMBERT, INC.
BUFFALO, N. Y., MARCH 26, 1917.
Editor of PRINTERS' INK:

Quite a long time ago I remember seeing an article in the PRINTERS' INK relative to the use of the White House in advertising, leaving me under the impression that the government did not look upon this sort of thing with any great favor.

Can you advise me as to whether there are any laws or regulations preventing this, and whether possibly any great harm would result by using a picture of the White House in an advertisement referring to the fact that our materials had been used in it? Any opinion you may be able to give me will be greatly appreciated.

W. P. WERHEIM.

THERE is no law or Federal regulation prohibiting or restricting the use in advertising of the name "White House" or pictures of the White House at Washington. Presumably, there is scant danger that, as Mr. Werheim says, "any great harm" could come from a dignified capitalization for advertising purposes of the name or image of the Presidential mansion, particularly in consideration of the circumstance that there are innumerable precedents for this sort of thing.

To instance the first one that comes to mind we might cite the use by the Victor Talking Machine Company of a picture of a corner of the Blue Parlor—the "music room" at the White House during the Taft tenancy—showing the Victrola from which President Taft derived so much pleasure. To specify a yet more recent case we may recall that PRINTERS' INK in the issue of March 22 reproduced an advertisement of the Metal Club of Philadelphia, headed "The Tin Roof of the White House."

Nevertheless, if Mr. Werheim or any other advertiser were to write (not that he needs to, but if

"A Good New England Paper, in a good New England field!"

MERIDEN
(Connecticut)
JOURNAL

Surely the leader in *"The Silver City."* An afternoon daily with a selling power and a circulation that make it the leader.

A Three Cent Daily

Yet it has the largest home circulation in the city of its publication. The **only evening paper** in a typical evening paper field.

The *Journal's* local and social columns make it indispensable to the women of Meriden; its sporting, financial and political news equally so for the men.

25 Local firms and more than 60 Foreign advertisers use the "Journal" EXCLUSIVELY for Meriden.

Meriden's factories employ highly paid skilled labor. Place your product in Meriden stores and advertise in the Meriden *Journal* and profitable results will follow as day follows the night.

The Julius Mathews Special Agency
Boston——New York——Chicago

A Live Town 1764 | A Live City 1872 | A Leader in 1917

FITCHBURG
MASSACHUSETTS

Population 40,000

Fifty miles from Boston

The center of a district of 100,000 population. One of the large Railroad Centers of New England, both steam and electric.

Celebrated for the manufacture of Revolvers, Bicycles, Saws, Machine Knives, Paper, Screen Plates, Steam Engines, Boilers, Steel Horse Collars, Woolens and Ginghams.

ur advertisement in

The Sentinel

vill reach these manufacturers and their skilled employees.

"A Good New England Paper, in a good New England field!"

The Julius Mathews Special Agency
Boston——New York——Chicago

he should) to the White House for definite permission to make advertising capital as proposed, the chances are that the reply would be discouraging rather than otherwise. The secretaries at the presidential offices are not in a position to say nay to an advertiser who merely proposes to use "White House," in the emphatic and conclusive fashion that they deny the requests of advertisers who seek to use the name or portrait of the President, but even in a matter such as this "White House" question, where there is no absolute jurisdiction, the impulse at the Executive Offices is to say "no" when in doubt.

The impression gained by Mr. Werheim from the previous article in PRINTERS' INK with respect to the general governmental attitude is entirely correct. A law was passed by the last Congress prohibiting the use of the name of any Member of Congress or Federal official for advertising purposes and another statute added recently shuts down on the use of the American flag in advertising in the District of Columbia. Meanwhile, the U. S. Patent Office is all the while stiffening its practice with respect to the registration of trade-marks, prints and labels, bearing public insignia, and only recently turned down "U. S."

STRICTURES NOT A NEW THING

The unsympathetic attitude at the Executive Offices with respect to the exploitation of the White House in advertising is by no means a whim of the present administration. Rather, there has been a tendency in this direction since the McKinley regime. President Arthur and, oddly enough, Grover Cleveland were more lenient with respect to the ambitions of advertisers than any of our later chief magistrates, unless it be Mr. Taft. There have, indeed, been periods in more recent White House history when tradesmen were instructed not to send supplies to the White House in other than plain, unmarked boxes for fear that placarding would serve an advertising purpose.

In considering any question of policy such as that proposed by Mr. Werheim, it is necessary to bear in mind that minor distinctions apportion White House and Presidential advertising into three different classes. In one class is the copy wherein it is sought to link up the name or likeness of the President with an article of commerce, and this is a form of publicity that may be said to be absolutely taboo unless specific written permission can be obtained, which is practically never. The only recent apparent exceptions have been in the form of advertisements proclaiming the literary works of Theodore Roosevelt and Woodrow Wilson while these respective gentlemen were in the White House.

PERMISSIBLE ADVERTISING

In the second class of advertisements are embraced the announcements of a wide range of wares such as White House Coffee and White House Shoes, which are designated by the name "White House," but where no direct claim is made that the goods are in use at the White House. Third in the category are the advertisements such as referred to by our present correspondent—advertisements wherein it is heralded to the world that a given commodity has been supplied to or is in use at the White House. As has been said, many such advertisements have appeared at one time or another.

Latterly, however, since the White House has become ultra sensitive on this score, it is observed that an increasing number of advertisers have deftly dodged the direct issue. In their copy they do not bluntly proclaim that their wares are in use at the White House, but they convey that message just as plainly by the insignificant employment of the words "White House," and pictures of the mansion, and maybe by the aid of some such phrase as "Good Enough for Them—Good Enough for You." In short, a little diplomacy in utilizing the White House as an advertising asset will not come amiss.—[*Ed.* PRINTERS' INK.

Waterbury, Conn.

Everything Lovely!

Thank you! We never had so much business in our life! "Booming" does not fully express it!

Brass is the principal industry, and wherever you see brass in any of the thousands of manufactured articles you can bet it is made in Waterbury, and you will win oftener than otherwise. The

REPUBLICAN

Daily 9,534 net paid Sunday 9,546 net paid

is Waterbury's leading daily newspaper. A two-cent daily. Member A. B. C.

LARGEST CIRCULATION

A kindly, friendly, cheerful kind of a paper that its readers welcome with pleasure. Advertisers say that such papers give best results!

"A Good New England Paper, in a good New England field!"

The Julius Mathews Special Agency
Boston——New York——Chicago

THE GAZETTE

"A Good New England Paper, in a good New England field!"

NORTHAMPTON
(Mass.)

The "GAZETTE" is an able local daily—a most efficient advertising medium. The community in which it circulates is prosperous and responsive to appeals made by advertising. The Northampton Gazette offers the best medium by which advertisers can reach the people of this city and nearby suburban territory.

Oct. P. O. Statement 5,089

NORTHAMPTON, MASS., is the seat of great educational institutions, including Smith College. It is an important manufacturing centre for varied industries—employing good grade of labor, at good wages.

The Julius Mathews Special Agency
Boston——New York——Chicago

Stretching the Seasonal Seller Into a Year-'Round Appeal

(*Continued from page 10*)

The selling and advertising of Erector toys presented some intricate problems, with rapidly extending ramifications which can only be covered broadly in this article. The possible models and structures which can be made with the toys are infinite, especially since the addition of trade-marked building blocks shaped like bricks, and with the introduction of simple electric devices, including a powerful motor which the boy can assemble for himself and use in conjunction with the building materials. This motor, incidentally, with gears included in the toys, can raise a boy from the ground.

Here is a vast, kaleidoscopic, interlocking fabric of sales possibilities. Take one boy as a sales-prospect unit. He may buy Set No. 1—priced $1. This set makes 111 models. It would be poor business to let this sale end there. This outfit is just a beginning—an *hors d'œuvre*, or appetizer, toward getting the boy interested in extending his radius of model possibilities and fun by the addition of extra parts—wheels, bricks, electrical power, etc. In other words, the first sale is looked upon as only the beginning. This is what the company is doing to broaden the sales possibilities in each actual sales unit, and also to extend the selling season to an all-year proposition. The number of boys who can afford to possess, straight off, Set No. 8, at $25, with a model range of 454, is of course comparatively limited. The primary object of the selling effort is to get the boy interested enough to buy at least the Set No. 4, which is the first outfit to contain the motor; then to keep his interest stimulated toward increasing his range of model possibilities to maintain this interest, and to have him buying extra parts from time to time.

There have been three major lines of procedure developed to accomplish these ends. The first was the offering of a big list of prizes for the best original models submitted by boys. The second was the establishment, in 1915, of a bi-monthly boys' paper called *Erector Tips*. Most recently has come the Gilbert Institute of Erector Engineering.

PRIZES TO MAKE REPEAT SALES

From the first appearance of Erector, in 1913, the company has made it a practice to give lists of prizes for the most ingenious models constructed with the toys. The fourth contest, which closed March 1 of this year, offered prizes aggregating $5,000, ranging from a Saxon automobile and Shetland ponies to air rifles. Contestants are divided into two classes: boys above twelve years and boys below that age. They are allowed to submit as many models as they want to. The entry is made in the form of a photograph or drawing of the model, actual models being prohibited for obvious reasons. After the preliminary sorting a committee of real engineers judges the best models.

To keep the interest warm and to inaugurate a spirit of emulation among boy friends in trying for the prizes, to keep owners of toys posted on new developments and thinking about the toys all the time, as well as to build up a good-will organization for the toys, in 1915 Gilbert started the boys' paper. This has a circulation of about 60,000, six times a year, for which the boys pay a subscription of ten cents. This is practically a house-organ for all the Gilbert lines, but once in a while it runs fiction about boys. Some capital is made of the boyish penchant for hero worship in an occasional article by Gilbert himself on such subjects as "How I became a world's champion athlete," etc. Photographs of the author "showing his muscle," or in the midst of a track team, or wearing athletic insignia, are featured. All of the material is written in the first person, addressing

HARVARD UNIVERSITY GRADUATE SCHOOL OF BUSINESS ADMINISTRATION Boston

the second person, and in all of the Gilbert literature, whether manual, booklet or magazine copy, etc., there reappears constantly the (to them) familiar salutation, "Hello, Boys!"

In the 1915-1916 contest some 60,000 models were submitted for prizes. There were only 300 prizes. Gilbert began to think. There could not but be a considerable amount of disappointment attaching to such a condition—and dissatisfaction is no state to cultivate. It was evident that something must be discovered to avoid discouraging the boys from further participation in design contests, with the slump in interest that such a reaction would threaten. The spirits of youth are extremely volatile.

For that reason he planned and recently put into operation his Institute of Erector Engineering. In this he has developed the extension of the "just like grown-ups" thought to the *n*th power. The course embraces three degrees: Erector Engineer, Erector Expert

The Whole Answer in Pawtucket, Rhode Island, is

The Evening Times

Circulation, 22,711 Net Paid

(Federal Report, April 2, 1917.)

The ONE Newspaper for TWO Cities, Pawtucket and Central Falls, commercially and socially one; population 80,000.

The territory served embraces 130,000 people.

Pawtucket and its one big newspaper should be considered in all Rhode Island campaigns.

Member of A. B. C.

Population 67,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages

Flat Commercial rate 40 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries many want advertisements. Best paper. Leading general advertisers use it



SALEM
(Mass.)
NEWS

The circulation of the Salem News—20,228, average 1916—is a marvel to newspaper men and advertisers, as they do not seem to understand that while Salem has a population of less than 50,000 there is a shopping population of 150,000, a territory that the News covers, and covers well.

Salem, Boxford, Topsfield, Middleton, Peabody, Danvers, Rowley, Ipswich, Hamilton, Wenham, Essex, Manchester, Beverly and Marblehead are served and served well by the News.

Salem and its suburbs are good market places and the News is the great advertising medium to move the goods.

"A Good New England Paper, in a good New England field!"

The Julius Mathews Special Agency
Boston——New York——Chicago

The Transcript
(North Adams, Mass.)

Serves 40,000

People who can be reached through no other newspaper.

Seventy-fourth year.

Associated Press.

Audit Bureau.

Net Paid Daily Ave., 6,325.

Ten to Twenty Pages.

"A Good New England Paper, in a good New England field!"

On the "Mathews list" and carries over 95 per cent of the foreign advertising in its territory.

Engineer, and Erector Master Engineer. Elaborately engraved diplomas accompany the bestowal of each of these honors.

To win the first, a boy must submit a photograph of an acceptable Erector model, with or without motor, or else a Brik-tor model, or a photograph proving that the boy knows how to assemble a motor from the electrical set. On the award of his first degree the boy becomes eligible to try for the second. Thus, any boy who competes for a prize almost automatically becomes eligible for this first class.

On the second lap the handicap begins to stiffen. The eligible model must be operated by a motor and show originality in design. Accompanying it must come five paid subscriptions to "Erector Tips" and a certificate from his school teacher showing satisfactory scholarship. Also, the candidate must send a photograph or drawing of an acceptable Brik-tor model, or evidence that he can assemble the motor. Besides his diploma, he gets a lapel button with the letters EEE.

To be graduated with the Third Degree, this is required: the boy must possess a prize-winner's certificate, either from an Erector contest, or any competitor's prize contest. He must submit a new and original Erector model, finished with Brik-tor and a motor attachment. He must show that he can assemble the motor and can answer all the questions in Book Three of the manual of electrical instructions. More than all this, he must get ten paid subscriptions to "Tips" and send a note from his teacher certifying that he stands eighty per cent high in his studies. When he has passed satisfactorily he gets the master engineer diploma and a gold fraternity pin with the letters EME. Moreover, if he so desires, for three weeks during the Christmas holidays, he gets a position with the company's demonstration corps, with a salary of $10 a week, and an extra commission of one per cent on all his sales. Again, the company gives him a recommendation for a po-

sition with any firm, saying he has the stuff to make good.

It should be noticed especially that eligibility for the separate degrees hinges on a gradual increase in the amount of materials needed —and an extension of the circulation of, and sphere of influence exerted by "Erector Tips."

GETS IDEAS FROM PRIZE DESIGNS SUBMITTED

The prize contests have an added value over and above their interest-arousing and mailing-list advantages. They furnish good models for the manuals of instruction which contain directions for using the toys and line or photographic illustrations of various models, from a lawn-mower to a battleship. These are not the only sources of suggestions, however. The manuals contain what are called educational models to be copied with the parts—the Ferris wheel, Pacific Coast trestle, Niagara Falls bridge—the construction work in electrifying the New Haven railroad—the Hell Gate bridge—a battleship's fighting mast—the Indo-China bridge over the Faux Nam-Ti Gorge, with a wash drawing of the bridge in its surroundings, a detailed description from a scientific magazine, and a detail drawing for the boy to follow in making his model. These are sample suggestions. Spotted throughout each manual are photographs of prize-winning models and boys.

These manuals are very carefully compiled, are exhaustive, and sell for twenty-five cents apiece. For Erector alone there is a series of three. They are arranged also to form an interlocking sales effort. The electrical set, Brik-tor outfits, as well as separate Erector parts, are featured in the several manuals applying to the different lines.

With the business founded primarily on practical appeal, and with trade relations well established, Gilbert has extended his line in accordance with this appeal. For instance, he has just brought out a wireless outfit, with a complete manual on the development of wireless telegraphy, for

LYNN ITEM

LYNN, MASS.

The Audit Bureau of Circulations gives the ITEM

13,148

for the eighteen months ending Sept. 30, 1916.

The ITEM is the only Lynn paper having the A. B. C. audit in 1916.

"A Good New England Paper, in a good New England field!"

The Julius Mathews Special Agency
Boston——New York——Chicago

CLINTON

MASSACHUSETTS

A lively manufacturing city producing nationally known products, among them are Lancaster Ginghams, Bigelow Carpets, Harness Goods, Wire Cloth and Netting.

The ITEM

Clinton's Only Daily Paper

Covers this territory completely

"A Good New England Paper, in a good New England field!"

The Julius Mathews Special Agency
Boston——New York——Chicago

"A Good New England Paper, in a good New England field!"

LAWRENCE
(MASS.)
TELEGRAM

The First Paper in a Fine Field

125,000 People

Industries Never More Prosperous

Wages Never Higher

The First A. B. C. paper in Lawrence.

The Julius Mathews Special Agency
Boston——New York——Chicago

"A Good New England Paper, in a good New England field!"

ST. ALBANS
(Vermont)
MESSENGER

The "Messenger" has all the features of a big city daily, Associated Press, well-trained reporters and correspondents in all towns in northern Vermont, so it is a newsy paper much sought after and with profitable returns to advertisers.

3,225
Paid Daily Circulation
Post Office Statement Oct., 1916

St. Albans is the shopping center of this section—and the Messenger is "Northern Vermont's Premier Daily!"

The Julius Mathews Special Agency
Boston——New York——Chicago

which he holds big expectations. Nor is the other sex neglected any longer in his plans. Little women also like realism in their play, and so he has developed a complete little red cross nurse's toy outfit, uniform and all.

An interesting angle of his business has been the growth of a virtual by-product. His manufacturing season is as yet not year-round normal. In the pressure of more or less seasonal sellers and rapid expansion he has not yet been able to fix it so that new designs can be ready for the shops by the time the production department is finished with one season's goods. Nevertheless, things are working that way, as this instance will show. The toy motor, as we have explained, is very compact and very powerful. Two years ago he used his facilities for making this motor to put out a neat little electric fan which he branded with the appellation "Polar Cub," and advertised to sell for $5—the first electric fan ever advertised at that price. This fan, it is claimed, will run for an average hourly cost of one-eighth of a cent. He sold 40,000 last year. This year he is planning to sell 150,000 of them.

We have touched mainly up to now on the consumer end of the business, with scant reference to the trade or advertising side. We have seen that it is the company's aim to keep the seasonal element as much spread out as possible by being in constant touch with the boys. Nevertheless, it is indisputable that the greatest chance to get new users is at Christmas, and it has been the great task of the sales force to get dealers sufficiently prepared by buying adequate quantities of the goods, instead of cautious orders.

HOW DEALERS' ORDERS ARE INCREASED IN SIZE

For that reason, what is called the "demonstration order," was evolved. This is an arrangement whereby a dealer, in consideration of a $200 order, gets a demonstration allowance, in addition to a certain amount of display material, a model for window use, etc. This

allowance consists of paying seven dollars a week for the privilege of training and using one of a store's salesmen as a demonstrator of the Gilbert toys, which allowance extends on an order of this size over three weeks. For larger amounts the limit is increased. Let us borrow from the Gilbert sales manual the account of a prize-winning member of the sales force on "How I sell a two hundred dollar demonstration in a town of from four to five thousand."

"In many cases I have found that the buyer had bought, the year before, fifteen to twenty-five dollars worth of Erector from a jobber, and when I approached the subject of a two hundred dollar demonstration, he would say:

"'Why, I've just about cleaned up the amount I bought last year. It would be impossible for me to sell that amount of goods in a town of this size. For one reason—I do not think there are enough boys in this town that I could get interested enough to sell that amount; and we do not start to sell toys until the last week before Christmas.'

"Here is the answer I gave him: 'All right, Mr. Brown. You say you do not think you can interest enough boys in your town to enable you to sell that amount. Now, in that case, Mr. Brown, you can sell each boy who has never had an Erector, two sets instead of one, and all who bought last year will buy an additional set this year. You also say you do not start to sell your Christmas goods until one week before Christmas. Now, I don't know anything about your Christmas goods; but I will venture to say that you can sell the Erector five weeks before Christmas if you co-operate with us.

"'Here, Mr. Brown, is one of our many great selling helps in towns of this size, and in a fine store like this. First of all, when we can sell you this two hundred dollar demonstration, we give you all the models and advertising material free of charge, and if you get the goods in your store no later than six weeks before Christmas, you can make a fine window display. Then put a sign

BARRE

Vermont

Rich in its granite, which is known the country over, rich in its skilled and well-paid workmen, rich in the farming country, and the prosperous farmers, surrounding it, has one newspaper,

The Barre Daily Times

with a net daily circulation of *6,341 copies, well distributed in Barre and over eastern Vermont. In reaching out for New England business, you will find this one of her good mediums, giving good returns on the investment.

* April, 1917, P. O. statement.

The Julius Mathews Special Agency
Boston——New York——Chicago

MONTPELIER
(Vermont)
ARGUS

"A Good New England Paper, in a good New England field!"

The only daily in Montpelier, the capital city of Vermont.

3,604
Net P. O. April, 1917

Manufacturing industries, extensive granite quarrying giving an unusual wage envelope, and a prosperous farming community contribute much to make advertising pay.

The Julius Mathews Special Agency
Boston——New York——Chicago

The Nation-wide Boom in Shipbuilding vitally affects

BATH, MAINE

Bath-built vessels are famous the world over for stability of workmanship.

1.—The famous Bath Iron Works, builders of battleships, cruisers and torpedo boats have large U. S. Gov't contracts.

2.—The Texas Company has purchased the New England Shipyards and leased the famous Sewall Shipyards, doubled the capacity, and will enlarge still further. The demands of their own growing business will keep this work at its maximum for many years to come.

3.—Bath's other shipbuilders are busy and will be for years to come on orders for barges and sailing vessels in the upbuilding of the American merchant marine.

The BATH Daily TIMES

will keep pace with Bath's prosperity. A new press, improved facilities, and the covering of the local news field will make the "Times" indispensable to Bath people and to all advertisers.

Only Daily in Sagadahoc County.

The Julius Mathews Special Agency
Boston——New York——Chicago

BIDDEFORD

(Maine)

JOURNAL

"A Good New England Paper, in a good New England field!"

BIDDEFORD has a population exceeding 17,000, with a shopping population of more than 50,000. The JOURNAL is Biddeford's best daily paper, a position it has occupied for a great many years. Its circulation of over 3,000 is the largest of any daily newspaper in Biddeford. And the Biddeford Journal is known far and wide as a "Model Local Daily."

Biddeford is a good city to advertise your products in when the "Journal" carries your message.

The Julius Mathews Special Agency
Boston——New York——Chicago

in your window to read like this: "Boys, I will give these models away free to the boys who make the best models. All models must be brought to my store and displayed in my window before Christmas."

"'This will make the boys pester their parents to buy them a set before Christmas so that they can enter the prize contest. Then they'll work for all they're worth to make good prize models, and you will find that they will visit your store every day, and when Johnnie Jones sees that Willie Smith's model in the window is better than the one he made, he will immediately take his home and try to make a better one.

"'All this time the parents of these boys will see how interested their boys are in that one particular toy, and the results are that they will buy them larger and better sets for Christmas.

"'So, you see, that small item will start sales five weeks before Christmas and many of the boys will get two sets. It also helps you to sell the higher price sets, and you can afford to give away a No. 4 set as a prize if you do not wish to give all your models.

"'Now, in addition to this, we allow you to deduct twenty-one dollars from your bill for your demonstrator's salary, giving him seven dollars per week for three weeks. You hire a man and have him on hand three weeks before Christmas, and we will send an experienced man from the factory to teach him how to sell Erector.'"

Last season the company had a thousand of these demonstrators in different stores. Each demonstrator made a daily report of the amount of that day's sales. Of course, the demonstrator can also sell other merchandise between whiles. He has also an opportunity to observe how competitive lines are selling, and on this the company's basis of figuring relative sales, hitherto quoted, is founded. The company is divided into four demonstration districts, and where a day's reports

show a falling off in sales, the division director of demonstrations jumps help into that section. As these daily sales reports are forwarded, they are entered in a large ledger at the home office, showing not only a store's current totals, but the sales from year to year, with parallel competitive scores.

The advertising copy has been exhaustively thorough. It has occupied large space and has included liberal use of double spreads with color. It is crammed full of news paragraphs—pictures, line and half-tone—almost a catalogue of the whole scope of the line. It has leaned on the educational heavily, although qualified enough to make the appeal primarily one of play. It is spotted with "Hello, Boys!" It has made a strong bid for the attention of parents. Last year it appeared in twenty general and religious magazines and some newspapers, as well as in a list of thirteen boys' papers.

A study of this proposition cannot but display the presence of business acumen and sound sense. Where has the youthful president found the time to develop both a manufacturing plant run on the most scientific modern industrial lines, and sales policies the thoroughness of which has only been hinted? Mr. Gilbert explained his business education to the writer as founded on this habit. He has been an omnivorous but careful reader of business literature—books and magazines. When his day's work is done he spends his evenings studying and reading about business. In every book and magazine he reads he underscores with a pencil everything that he considers vital and pertinent, and his secretary copies these extracts onto perforated sheets, which are collected into a loose-leaf leather book as a comprehensive abstract of business principle and practice. Mr. Gilbert showed this book to the writer.

"If you want to know," he smiled, "about 75 per cent of that information came from PRINTERS' INK."

LEWISTON
(Maine)
SUN

1—The Sun has a bedrock circulation, the result of a steady, healthy growth from a daily average of 2,454 in 1900 to a daily average of 6,951 in 1916.

2—Every mail subscriber on the Sun's list pays for his paper in advance, and when a subscription expires it is discontinued unless renewed.

3—Seventy per cent of the Sun's readers in Lewiston and Auburn depend entirely on the Sun for their news, and outside the cities the percentage is larger. Consequently there are about 5,000 families in this part of Maine that the advertiser can reach only through the Sun.

4—The Sun published in the morning can be delivered on all the R. F. D. routes in the Lewiston-Auburn trading territory the same day as printed, and has by far a larger circulation on these R. F. D. routes than any other Maine daily.

5—The Sun's report to the Audit Bureau of Circulations for the six months ending April 1, 1917, showed that 94 per cent of the Sun's circulation was concentrated in the Lewiston-Auburn territory.

The Julius Mathews Special Agency
Boston——New York——Chicago

"A Good New England Paper, in a good New England field!"

BANGOR COMMERCIAL

"Maine's Best Paper"

11,314

Net P. O., Oct., 1916

Largest circulation in the City of Bangor (Population 25,000) and Largest Circulation in Bangor's immediate trading district, which has population of 75,000.

The Weekly Commercial Farmer and Villager

with its hundreds of local correspondents in the towns and villages of this great agricultural territory, has over 20,000 net paid circulation in this section.

Combined circulation of the Daily and Weekly "Commercial" is the largest Circulation of any Daily or Weekly in Maine.

The Julius Mathews Special Agency
Boston——New York——Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, $75; half page, $37.50; quarter page, $18.75; one inch, $5.60. Classified 40 cents a line—net. Minimum order $2.00.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 12, 1917

War Finds Manufacturers Confident

With our country definitely committed to a part in the great European struggle, it is inspiriting that so few of the business men of the nation view the dark shadow of war with apprehension. Indeed, the almost universal feeling is one of optimism, courage and aggressiveness. The actual declaration of war has cleared the air of the uncertainty as to the future course of national events which has existed for some time. It has made it possible for business to proceed on a known basis. Every business man realizes that it is his patriotic duty, even if it were not an economic necessity, to keep his affairs going as usual. Humming factory wheels and busy marts of trade are the nation's great bulwark behind the battle line. In a widespread survey of the situation made by PRINTERS' INK, we find manufacturers in every line taking up the task, with a firm and high resolve to bear not only any burden that the war may bring, but also to make business good as usual and, as the Eastman Kodak Company says, "better than usual." Almost without a dissenting voice manufacturers express their firm faith in the continuance of prosperity, the unwisdom of retrenchment and the necessity of making our industries march boldly forward with the same undaunted confidence which is to be the keynote of our military policy. Expansion of business, many manufacturers believe, may be expected rather than the reverse.

That we will have to face some disturbing readjustments is expected, but business men are willing to go the limit to help the government. They look forward with equanimity to a period of heavy taxation, probably the largest ever known in the United States. They are glad and willing to bear this burden, provided the plan of taxation is wisely conceived and equitably assessed. These taxes, instead of being a source of discouragement, should be an inspiration to business men to push and advertise their lines all the harder. Exceptional energy in the promotion of their business will enable them to meet the assessment all the easier. If our country had been plunged into the war as were most of the other combatants, in August, 1914, without a chance to prepare for the shock, there might have been some reason for expecting industrial confusion and perhaps curtailment of business; but as it is, there is no ex-

cuse for, nor any probability of, such a thing. Surely no country ever slid more cautiously down the gentle slope of diplomatic procedure into Mars' troubled whirlpool, than have we. Business is better prepared for the eventualities of the conflict than most of us realize; we have been battening the hatches for many months, and the storm does not find us unready.

Optimistic as our manufacturers are, there is every reason for it. Our army must necessarily be placed in the field gradually, as the troops are trained and equipped; and even if it reaches the figure eventually of two million men, the withdrawal will be so gradual that industry can make the reorganization necessary. The mobilization of our financial resources for the aid of the Allies may prove a blessing, if it checks the inrolling flood of gold which, economists tell us, depreciates our monetary standard and causes the high prices which curtail expenditure. Our government's purchases of supplies and equipment will be enormous, and will cause tremendous activity in thousands of factories. The conservation of foodstuffs, and the official control of the prices and supplies of life's necessities which may apparently be expected, will put the nation on a sound footing where the legitimate manufacturer and the honest merchant will have nothing to fear.

That every advertiser, and every advertising man, stands instantly ready to offer all possible aid to our country in the hour of national crisis, hardly needs to be said here. What PRINTERS' INK does wish to point out, is that the greatest service business men as a body can offer to the President and his advisers just now is to continue "business as usual." Never was there a better opportunity to demonstrate the inherent soundness of the progressive methods of business building for which America is known.

What Gives Value to Trade Names

In these days when a trade name may be made to be worth a million dollars or so a letter, the desire of manufacturers to find the proper trade name can well be understood.

To all manufacturers there is a valuable suggestion in what the American Ever Ready Works says about its new trade name, "Daylo," as reported in PRINTERS' INK last week. This name, as the readers of PRINTERS' INK know, was selected on the basis of a referendum to the public. It was chosen by competent judges as the best of the thousands of names submitted, and yet the company confesses itself somewhat disappointed in the results.

"We had hoped," it said, "perhaps to obtain a word that would satisfactorily combine in a suggestive way both what Eveready is (powerful, portable electric light) and the variety of service it renders. We are now convinced that no usable protectable word could cover so broad a field."

But every manufacturer who has developed a successful trade name knows that if the company advertises persistently some day the word "Daylo" can be made to mean just what the company wishes it to mean. Kodak in the beginning had no meaning whatever. It was an arbitrary collection of five letters. But to-day consumers know what Kodak means because the company has given it a precise meaning through its years of intelligent advertising.

The American Ever Ready Works need not feel disappointed; but its work is just begun. It

must now give a meaning to "Daylo" which everybody will understand, and that means advertising. "Daylo" can be made to mean as much or as little as the company will. If the company depends upon the word alone to do the educational pioneering for the company's goods, it will mean little. If a strong volume of educational advertising is put behind the name, in time it can well prove its value to be worth a million or even two million dollars a letter.

Advertising and By-Products Mr. Woolley's two articles on the Armour by-products, the second of which is published in this issue of PRINTERS' INK, may well cause any manufacturer to ponder the possibilities in his own business.

The Armour story ought to be inspirational not only from a money-making point of view, but because it shows the biggest aspect of a business opportunity, national service. When a corporation can truthfully say that it is doing a vital work in conservation, it is expressing the achievement of a lofty ambition indeed. Anyone who reads these narratives of the stockyards' by-products must concede to the packers much constructive work that is really marvelous, and must admit that the redemption of this waste, so vast in the aggregate, adds a corresponding value to the nation's wealth.

A generation ago the packing industry began to centralize meat products, and at that time the waste was in full swing. It was a waste that nobody recognized, however, because it had been occurring in thousands of places every day all over the land. The little local slaughtering plants were wasting literally millions of dollars' worth of potential material, but to discover this took organized brains. Imagine, if you can, what the situation would be to-day if the packing industry had never come into being! If this same waste existed now, what prices would we be paying for meat? One does not require extraordinary sapience to perceive that by-products, in a competitive industry, must of necessity react on the price level all down the line.

This is by no means peculiar to the packing industry, but applies to every line of manufacture; and PRINTERS' INK of late has told various by-product stories.

Truly, the man who owns a manufacturing plant may wonder what secrets are still hidden in the material that comes in and the waste that goes out! What unsuspected possible profits are there in the losses that show up on any given branch of the business? What opportunities to serve the people?

It is all a wonderful story of analysis, not only of materials, but of markets. The dissection of one is of little practical value without the other. And all through the story runs the strain of advertising. Without advertising, these things could not have been accomplished. The scientists may do their work in the laboratory, but this of itself is a liability, not an asset. It takes another kind of brains to analyze a market and then connect up the chemists' product with it. And almost always it takes advertising to put the thing across, as the saying is. In the Armour business it has taken a tremendous volume of advertising, which is ever increasing.

And now, having reached the point where every bit of the former waste is utilized in some way—though perhaps not always in its ultimate and highest form—Armour finds it necessary or advisable to advertise the whole great by-product development. The public is not endowed with enough perspicacity to see the economic significance of all this, so advertising must go to the rescue.

Altogether, is it not a monumental lesson in the possibilities of by-product research and its companion prestidigitator, space?

Taking LIFE Seriously.

Occasionally when calling upon an advertiser who is not familiar with LIFE, he expresses his opinion that LIFE is not taken seriously by its readers.

Evidence to the contrary is their remarkable response to LIFE'S French Baby Fund. Our readers have contributed almost $100,000, in payments of $73 each ($73 supports an orphan baby for two years).

Such worthy response proves LIFE'S readers have excess purchasing power.

Advertisers who know LIFE know its readers take it seriously, a keen sense of humor notwithstanding.

GEE. BEE. ARE.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

IT is our pleasure to announce the opening of a Boston office---645 Tremont Building---and to be conducted hereafter by LEWIS E. KINGMAN.

For his many friends throughout New England it is unnecessary to make public the details of his 15 years of practical advertising experience, but there are many others outside of this territory who are naturally interested in the career of a man who thus becomes a prominent factor to the brilliant future of the Metropolitan Magazine. To these we should therefore like to state that Mr. Kingman was for 4 years connected with the advertising and sales development of the Charles A. Eaton Company, manufacturers of Crawford Shoes; for 2 years with the Austin Biscuit Company in a similar capacity; then for 8 years advertising manager of Florence Mfg. Company, creators of the Prophylactic Tooth Brush; finally, for the past year he has been director of service with the Greenleaf Advertising Agency of Boston.

We look forward with great confidence to the development of METROPOLITAN'S interests in the New England territory under the guidance of Mr. Kingman and we know that his many friends will wish him a large measure of success.

Metropolitan

O. H. CARRINGTON
Manager of Advertising
432 Fourth Ave., New York

APRIL MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR APRIL

(Exclusive of publishers' own advertising)

STANDARD SIZE

	Pages	Agate Lines
Review of Reviews	135	30,303
World's Work	114	25,580
Harper's Magazine	96	21,726
Scribner's	95	21,493
Atlantic Monthly	69	15,550
Century	67	15,034
Everybody's	60	13,590
Red Book	49	10,976
St. Nicholas	46	10,475
Motion Picture Magazine	32	7,235
Popular (2 March issues)	31	7,020
Photoplay	27	6,266
Munsey's	26	5,974
Wide World	21	4,806
Blue Book	19	4,413
Ainslee's	19	4,381
Bookman	16	3,671
Smart Set	9	2,016

FLAT SIZE

American	215	30,846
Cosmopolitan	208	29,864
McClure's	166	28,310
Metropolitan	118	20,168
Hearst's	106	18,119
Sunset	117	16,825
American Boy	71	14,300
Boys' Life	64	8,702
Boys' Magazine	39	6,893
Current Opinion	47	6.619

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publishers' own advertising)

	Columns	Agate Lines
Vogue (2 issues)	740	116,999
Harper's Bazar	350	58,937
Ladies' Home Journal	291	58,369
Good Housekeeping	300	42,956
Woman's Home Companion	173	34,730
Pictorial Review	163	32,476
*Delineator	130	26,125
*Designer	113	22,660
*Woman's Magazine	112	22,494
McCall's	124	16,630
Ladies' World	64	12,800
Modern Priscilla	75	12,711
Holland's Magazine	66	12,596
People's Home Journal	57	11,552
Mother's Magazine	75	10,500

The Spring 1917 Motor Dealers Supplement

The Metropolitan's Annual Motor Dealers' Supplements have been such a big success that we have issued an additional mid-season supplement with the May Metropolitan.

The Spring 1917 Motor Dealers' Supplement is in the mails now and will reach 23,000 leading motor dealers on the same day that our readers receive the May number.

The editorial and advertising contents are devoted especially to touring accessories and motor trucks and tractors.

Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"

O. H. CARRINGTON, MGR. OF ADV'G
432 FOURTH AVENUE, NEW YORK

Metropolitan carries more automobile and accessory advertising than any other general monthly magazine

	Columns	Agate Lines
To-Day's Housewife	41	8,288
People's Popular Monthly	41	7,876
Home Life	41	7,248
Needlecraft	33	6,331
Southern Woman's Mag.	35	6,274

* Mail-order advertising no longer accepted.

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' own advertising)

	Columns	Agate Lines
Vanity Fair	337	53,383
Country Life in America	280	47,097
Popular Mechanics (pages)	192	43,036
System (pages)	174	39,197
House & Garden	186	29,470
Popular Science Monthly (pages)	117	26,373
Field & Stream	116	16,650
Theatre	96	16,128
Garden	108	15,243
House Beautiful	99	14,675
National Sportsman (pages)	60	13,442
Arts & Decoration	78	10,976
Physical Culture (pages)	48	10,813
Association Men (pages)	46	10,500
Extension Magazine	59	9,918
Outer's Book	68	9,842
Countryside Magazine	58	9,755
Outing (pages)	41	9,318
Illustrated World (pages)	38	8,531
Travel	48	7,721
Outdoor Life (pages)	32	7,238
Forest & Stream	46	6,842
International Studio	44	6,114
Recreation	42	5,958
The Art World	33	4,690

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own advertising)

	Columns	Agate Lines
Canadian Courier (5 March issues)	172	31,885
Everywoman's World	112	22,560
MacLean's	159	22,310
Canadian Home Journal	88	19,600
Canadian Magazine (pages)	51	11,480

VOLUME OF ADVERTISING IN MARCH WEEKLIES

(Exclusive of publishers' own advertising)

March 1-7	Columns	Agate Lines
Saturday Evening Post	257	43,840
Town & Country	141	23,824
Literary Digest	138	20,303
Collier's	88	16,638
Scientific American	57	11,450
Outlook	68	10,109
Leslie's	48	8,245
Christian Herald	48	8,207
Independent	48	6,832
Illustrated Sunday Mag.	28	5,102
Life	32	4,526
Every Week	20	3,759
All-Story (pages)	13	3,088
Churchman	18	2,947
Nation	20	2,929
Associated Sunday Mag.	16	2,918
Judge	18	2,649
Youth's Companion	10	2,070
March 8-14		
Saturday Evening Post	276	47,078
Collier's	123	23,384
Literary Digest	142	20,963
Town & Country	115	19,443
Christian Herald	78	13,308
Outlook	67	9,942
Leslie's	56	9,678
Nation	45	6,326
Life	43	6,050
Independent	36	5,150
Scientific American	18	3,612
Every Week	18	3,351
Associated Sunday Mag.	17	3,086
Youth's Companion	14	2,977
All-Story (pages)	11	2,666
Judge	15	2,227
Churchman	13	2,086
March 15-21		
Saturday Evening Post	107	50,213
Literary Digest	236	34,734
Town & Country	123	20,685
Collier's	89	16,987
Outlook	63	9,299
Independent	65	9,122
Leslie's	42	7,165
Scientific American	34	6,928
Life	47	6,670
Illustrated Sunday Mag.	29	5,320
Christian Herald	27	4,692
Youth's Companion	21	4,370
Nation	29	4,083
Every Week	20	3,768

Results Count

"A growth of over 400 pages of advertising in five years proves that it pays to advertise in

ASSOCIATION MEN"

From Advertisement in Printers' Ink Nov. 11, 1915

Further evidence proving conclusively the truth of the above statement is borne out by our record of 178½ pages of advertising the first quarter of this year:

January	10,304	lines
February	9,856	"
March	9,338	"
April	**10,500**	"

(See Association Men on Opposite Page)

This remarkable growth is justified from the results secured by advertisers. The secretaries of the 2,500 Y. M. C. A. buildings direct all purchases of supplies for operation and maintenance of their building. Advertised products are given the preference and "ASSOCIATION MEN" is their buying guide.

$14,000,000 are spent annually for building supplies and maintenance alone, to say nothing of the vast amount expended in the upkeep of the restaurants, dormitories, libraries, gymnasiums, etc.

To the advertiser with a man's product, no better method of reaching a moneyed market can be found than that presented through

ASSOCIATION MEN

F. A. WILSON-LAWRENSON - Business Manager
A. P. OPDYKE - - - - - Advertising Manager

124 East 28th Street, New York

H. L. WARD, 19 S. La Salle Street, Chicago, Ill.

	Columns	Agate Lines
Associated Sunday Mag.	18	3,438
Judge	20	2,888
Churchman	15	2,446
All Story (pages)	5	1,338
March 22-28		
Saturday Evening Post	277	47,240
Literary Digest	166	24,449
Collier's	91	17,316
Outlook	101	14,879
Independent	53	7,514
Leslie's	40	6,947
Christian Herald	36	6,283
Youth's Companion	28	5,773
Scientific American	25	5,176
Life	30	4,262
Nation	26	3,717
Every Week	14	2,650
Judge	17	2,453
Associated Sunday Mag.	11	2,140
Churchman	10	1,745
All-Story (pages)	6	1,478
March 29-31		
Saturday Evening Post	226	38,517
Literary Digest	161	23,763
Collier's	78	14,824
Leslie's	32	5,493
Youth's Companion	21	4,341
Scientific American	20	4,157
Life	30	4,119
Nation	21	2,982
Churchman	13	2,227
All-Story (pages)	8	1,938
Judge	10	1,824
Totals for March		
Saturday Evening Post		226,888
Literary Digest		124,212
Collier's		89,149
‡Town & Country		63,952
*Outlook		44,229
Leslie's		37,528
*Christian Herald		32,490
Scientific American		31,323
*Independent		28,618
Life		25,627
Nation		20,037
Youth's Companion		19,531
*Every Week		13,528
Judge		12,041
*Associated Sunday Magazine		11,582
Churchman		11,451
All-Story (pages)		10,508
†Illustrated Sunday Magazine		10,422

† 2 issues per month.
‡ 3 issues per month.
* 4 issues per month.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising)

	Columns	Agate Lines
1. Harper's Bazar	350	58,937
2. Ladies' Home Journal	291	58,369
3. Vanity Fair	337	53,383
4. Country Life in America	280	47,097
5. Popular Mechanics (pages)	192	43,036
6. Good Housekeeping	300	42,956
7. System (pages)	174	39,197
8. Woman's Home Companion	173	34,730
9. Pictorial Review	163	32,476
10. American	215	30,846
11. Review of Reviews (pages)	135	30,303
12. Cosmopolitan	208	29,864
13. House & Garden	186	29,470
14. McClure's	166	28,310
15. Popular Science Monthly (pages)	117	26,373
16. *Delineator	130	26,125
17. World's Work (pages)	114	25,580
18. *Designer	113	22,660
19. Everywoman's World	112	22,560
20. *Woman's Magazine	112	22,494
21. MacLean's	159	22,310
22. Harper's Magazine (pages)	96	21,726
23. Scribner's (pages)	95	21,493
24. Metropolitan	118	20,168
25. Canadian Home Journal	88	19,600

* Mail-order advertising no longer accepted.

Joins Alfred Decker & Cohn

Horace H. Delano, classified advertising manager of the Chicago *Herald*, has resigned to take charge of the dealers'-service and advertising-promotion department of Alfred Decker & Cohn, of Chicago, manufacturers of Society Brand clothes. F. L. Dales, his former assistant, succeeds him on the *Herald*.

Now an Officer of Dunlap-Ward

Maxton R. Davies, manager of the Detroit office of Dunlap-Ward Advertising Company, has been elected vice-president and secretary of that company. He will continue in charge of the Detroit office.

Mark A. Selsor, formerly advertising manager of the *Review of Reviews*, *Scientific American* and *Current Opinion*, has been appointed secretary and advertising manager of the *Illustrated World*, Chicago.

"PRINTERS' INK" IN PERMANENT FORM

Unbroken files of PRINTERS' INK have proved so useful to many of our readers, that their maintenance has come to be looked upon as one of the routine essentials of efficient advertising work. Read a few of the matter-of-fact bound volume renewal orders received in the past few days:

"Go right ahead and send us bound volumes of PRINTERS' INK as you have in the past."
Buffalo Specialty Co.

"Kindly continue our subscription to bound volumes of PRINTERS' INK."
Pompeian Co. (Olive Oil).

"We wish to continue receiving bound volumes of PRINTERS' INK during 1917."
Atlas Adv. Agency, Inc.

"We shall be pleased to continue receiving bound volumes of PRINTERS' INK as issued."
Albert Frank & Co.

"We shall, as usual, want the bound volumes of PRINTERS' INK."
H. E. Lesan Adv. Agency.

"Please arrange to forward us bound volumes of 1917 issues of your publication, the same as you did in 1916."
The Texas Co.

"Referring to the standing order you have from us for bound volumes of PRINTERS' INK, please send them in the future to our New York office."
Richard A. Foley Adv. Agency, Inc.

First 3 Months 1917 Printers' Ink in Bound Form Now Ready

Any subscriber to PRINTERS' INK who has suffered the inconvenience and annoyance of the loss of copies, or who has been unable to secure back issues, will find in bound volumes a most satisfactory solution of the trouble. In addition to their completeness the volumes make a first-class appearance, suitable for any library, being covered in black cloth, and lettered in gold. They are strongly bound, permitting constant handling. All inside margins are fully visible.

$8.00 per set (postpaid) 1917. 4 1500-page books to the set. Sold by complete years only. First quarter 1917 now ready for delivery. A few 1916 sets also available.

PRINTERS' INK PUBLISHING COMPANY
185 Madison Avenue - - - New York

"PRINTERS' INK'S" FOUR-YEAR RECORD OF APRIL ADVERTISING

GENERAL MAGAZINES

	1917	1916	1915	1914	Total
Cosmopolitan	*29,864	22,800	21,659	37,912	112,235
Review of Reviews	30,303	29,946	22,589	28,812	111,650
World's Work	25,580	27,104	26,040	25,942	104,666
McClure's	*28,310	*31,095	17,435	23,475	100,315
Metropolitan	*20,168	*†25,329	22,622	19,736	87,855
American	*30,846	*21,425	*14,884	*19,232	86,387
Harper's Magazine	21,726	21,616	20,020	21,226	84,588
Sunset	*16,825	*20,167	17,570	19,488	74,050
Scribner's	21,493	17,153	14,862	18,788	72,296
Hearst's	*18,119	*19,691	*14,899	17,528	70,237
Everybody's	13,590	16,136	15,661	24,747	70,134
Century	15,034	13,734	14,672	14,294	57,734
American Boy	14,300	12,800	11,051	9,914	48.065
Atlantic Monthly	15,550	11,376	8,579	10,948	46,453
Munsey's	5,974	9,457	11,046	16,072	42,549
Red Book	10,976	12,008	9,856	9,324	42,164
Current Opinion	*6,619	*6,372	*7,770	*13,035	33,796
St. Nicholas	10,475	8,302	7,952	6,860	33,589
Boys' Magazine	6,893	5,620	8,037	6,860	27,410
Ainslee's	4,381	4,592	4,928	6,384	20,285
	347,026	336,723	292,132	350,577	1,326,458

* Changed from standard to flat size. † April issue dated May.

WOMEN'S MAGAZINES

Vogue (2 issues)	116,999	118,217	79,212	98,123	412,551
Ladies' Home Journal	58,369	42,134	37,044	37,000	174,547
Harper's Bazar	58,937	52,074	34,377	23,772	169,160
Good Housekeeping	*42,956	29,291	24,827	30,912	127,986
Woman's Home Companion	34,730	27,550	25,812	26,015	114,107
Pictorial Review	32,476	26,000	20,000	18,500	96,976
†Delineator	26,125	24,234	18,591	23,020	91,970
†Designer	22,660	19,170	14,262	17,667	73,759
†Woman's Magazine	22,494	19,234	14,375	17,505	73,608
McCall's Magazine	16,630	15,008	15,276	19,034	65,948
Ladies' World	12,800	15,000	16,800	19,200	63,800
Modern Priscilla	12,711	12,234	13,236	14,084	52,265
People's Home Journal	11,552	13,278	13,208	14,209	52,247
Mother's Magazine	10,500	10,489	11,342	15,062	47,393
	479,939	423,913	338,362	374,103	1,616,317

* Changed from standard to flat size.
† Mail order advertising no longer accepted.

CLASS MAGAZINES

Country Life in America	47,097	42,504	38,462	47,070	175,133
Vanity Fair	53,383	59,348	30,571	30,575	173,877
Popular Mechanics	43,036	33,096	26,712	30,352	133,196
System	39,197	31,136	29,904	31,738	131,975
House & Garden	29,470	25,519	15,047	17,800	87,836
Popular Science Monthly	26,373	18,001	16,384	17,864	78,622
Field & Stream	16,650	16,800	13,496	13,160	60,106
Garden Magazine	15,243	15,680	11,116	15,044	57,083
House Beautiful	14,675	13,896	11,232	16,033	55,836
Countryside Magazine	9,755	14,526	13,600	17,414	55,295
Theatre	16,128	19,916	8,666	9,420	54,130
Physical Culture	10,813	10,798	8,904	10,000	40,515
Outing	9,318	8,874	9,576	9,004	36,772
Illustrated World	8,531	9,856	6,384	7,560	32,331
Travel	7,721	6,643	6,000	9,562	29,926
International Studio	6,114	7,603	7,552	8,102	29,371
	353,504	334,196	253,606	290,698	1,232,004

WEEKLIES (4 March issues)

Saturday Evening Post	*226,888	130,281	105,828	118,150	581,147
Literary Digest	*124,212	86,117	64,417	62,030	336,776
Collier's	*89,149	64,413	64,233	46,996	264,791
Town & Country	†63,952	†54,465	41,049	54,495	213,961
Outlook	44,229	*29,848	*27,412	32,480	133,969
Leslie's	*37,528	*42,119	28,864	22,749	131,260
Christian Herald	32,490	*27,529	*28,560	23,016	111,595
Scientific American	*31,323	33,423	21,932	23,491	110,169
Life	*25,627	*26,888	21,759	29,269	103,543
	675,398	495,083	404,054	412,676	1,987,211
Grand Total	1,855,867	1,589,915	1,288,154	1,428,054	6,161,990

* 5 issues. † 3 issues.

All the Presses Can Print

The remarkable increase in advertising in the April Number of The American Magazine is a direct result of the wide influence of the human appeal which the editorial policy of The American Magazine makes to readers—a policy that is definite, virile and energetic.

Readers are buying more than 750,000 copies a month. *All the presses can print!*

The American MAGAZINE

381 Fourth Avenue, New York

K. F. LUTHY
Eastern Advertising Manager

W. S. CARLISLE
Western Advertising Manager

The Little Schoolmaster's Classroom

WHEN the Schoolmaster read S. Roland Hall's article about "Nice Little Messes of Words," which appeared a few issues back in PRINTERS' INK, it occurred to him as rather strange that more food advertisers are not taking advantage of the public's interest in the dietetic value of eatables to give their copy an educational slant. With columns of news in the papers, telling of diet squad experiments, describing menus suggested by boards of health, and giving all sorts of advice from dietists, never was the man in the street and the woman in the home so familiar with the chemistry of food, and never before have they taken such an interest in it. Mention such terms as calories, protein or carbohydrate nowadays and your auditor will look intelligent and show at once that he knows what you are talking about, or thinks he does. Formerly people thought of food in terms of taste. Taste is still considered, but an ever-growing number is also thinking of food in the terms of its chemistry. This movement is widespread enough for copywriters to take some notice of it.

* * *

The Shredded Wheat Company is a conspicuous example of an advertiser that has always given an educational tone to its copy. Interest in this subject is now so rife that the Schoolmaster recently asked Truman A. De Weese, director of publicity of the company, to comment on his methods. He was asked in particular about one advertisement headed "Beware of the cold-storage egg." Here is his reply:

"This advertisement does not mark any departure in our style of copy. It simply seeks to take advantage of present public interest in food values which has been stimulated by the high cost of meat, eggs, potatoes and other foods. We have striven for twelve years to make our advertising educational without being technical. We have never been able to put over Shredded Wheat by merely shouting 'Shredded Wheat is good to eat' or 'Shredded Wheat is a nourishing, whole wheat food.'

"We are now merely taking advantage of present conditions to suggest some comparisons in food values. The strong claim we make for Shredded Wheat Biscuit is that it is a 'well-balanced ration.' That is, it contains just enough proteins, just enough carbohydrates, just enough mineral salts to make it a perfect, complete food.

"These are some of the facts we try to bring out in our advertising, and we try to bring them out in such a way that they will impress the mind of the average consumer who is not a scientific person or a dietetic expert."

Mr. De Weese says that it is hard to trace direct returns to this style of copy. He knows it must be successful, however, since it keeps four factories busy to supply the demand for the product. The steadily increasing sales of the company is ample proof of the success of the advertising.

It would appear that copywriters who are trying to avoid being authors of "nice little messes of words" will find in diet talk new material to work on.

* * *

A young man who had entered the advertising department of one of the world's greatest electrical manufacturing concerns under favorable conditions, became restless in about six months. He asked an acquaintance, an advertising man, what he would advise as to seeking another job. "Don't," urged the advertising man, who is in the business of creating good will by publicity. "Stay right where you are. Forget the friction that you have told me about. It's no worse than you are likely

to find in every big place. Think, man, of the prestige you will gain by being in the employ of that great organization for several years. It will be worth thousands of dollars to you, to say nothing of what you will actually acquire in the way of technical knowledge and experience." And it turned out that way. Two advertising agencies have since paid this man a salary more than two and one-half times what the electrical company paid at the outset, and the electrical company gave two liberal increases before parting with his services.

* * *

It is becoming trite to say that a salesman should know his goods. However, the Schoolmaster heard a story the other day that treats this topic from an interesting angle.

A large automobile manufacturer had asked a number of concerns to submit bids on certain parts he wished to have made outside of his own plant. A day was named for receiving the bids of the competitors. The various representatives were on hand to explain the estimates in detail.

It turned out that there was little difference in the prices asked. There was a hitch, though. The automobile maker wanted a new idea embodied in one of the parts. And he wanted to be sure he got it.

No amount of figuring or blue print juggling seemed really to satisfy him. The order for this part was held up, and the whole deal blocked.

Then there came another man who was general manager of a fair-sized plant. He wasn't a salesman as far as the accepted term goes. If you had asked him about it, he probably would have denied any knowledge of the selling art.

The proposed change in design was put up to this man.

"Bring me some modeling clay," he requested.

Quickly and deftly he modeled

Where Do You Eat?

If you lunch "down town," or travel "on the road," you will surely wish to read what Frances Gable has to say about eating-places in the April issue of GOOD HEALTH. If you are an advertiser in connection with whose advertising it is possible GOOD HEALTH might render a profitable service, I will be glad to send you a copy of the April GOOD HEALTH *for the asking.* To others, the price of any recent issue of GOOD HEALTH is 25c.

Advertising Manager **GOOD HEALTH** **1804 W. Main Street Battle Creek, Mich.**

MOVING PICTURE ADVERTISING

Free illustrated booklet explaining how moving pictures are made to advertise, and containing interesting description of laboratory-studio, sent at request.

ROTHACKER FILM MFG. CO.

Successor to INDUSTRIAL MOVING PICTURE CO.

The Senior Specialists in Moving Picture Advertising

1335 DIVERSEY PARKWAY - - CHICAGO, ILL., U. S. A.

German Families are Large

and large families are large consumers. Think of the quantity of goods consumed by the 133,000 or more German families that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

MATS

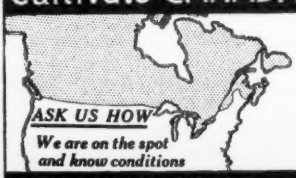
STRONG, firm, full-bodied mats that will not blister or burn. *That's worth something, isn't it?*

¶ That's the kind we make, all the time. Let us quote prices. And how about STEREOS, too?

Worrall & Deringer
Phone Worth 587
251 William St., New York

AMERICAN FLAGS
Printed on Paper
Cut-Outs for Windows
Big Line of
Patriotic Advertising
HENNEGAN & CO.
CINCINNATI, O.
Awarded Medal at London, Eng., Exhibition for Color Offset Printing.

Cultivate CANADA



SMITH, DENNE & MOORE, Limited
ADVERTISING AGENTS TORONTO

the part in the clay, bringing out the desired curves.

"That's exactly the idea!" exclaimed the manufacturer. "You get the entire order because I see you know your business," he added. The order ran into hundreds of thousands, and the man who got it had submitted the highest bid.

Now, the Schoolmaster doesn't suggest that members of the class should run to buy a supply of modeling clay or take a course in sculpture. But it is worth noting that there may be ways of *knowing* goods not suggested in the sales manuals.

* * *

After all, isn't organization the greatest thing about business? Service, efficiency, merit, energy and all those other qualities so essential in a modern business will not, in themselves, go far unless there is an organization to back them up. The preparation for war in this country is giving us a new appreciation of the flexibility and adaptability of our great commercial organizations. The news columns of the day are filled with stories of how readily these organizations are adjusting themselves to war demands.

Given a smoothly running organization, it can take up unfamiliar work and almost immediately start in to give valuable service. Take, for instance, that story that the services of 400,000 members of the Commercial Travelers' Association will be used in co-operation with Federal employees throughout the country in reporting violations of neutrality laws. The Schoolmaster is keenly appreciative of the versatility of the average salesman, but he never even dreamed that some day traveling men would be aiding the Government in its espionage system. And yet how very practical the idea is! If there is any one body of men that is constantly penetrating to every nook and corner of this broad land of ours it is salesmen. Precious little happens anywhere that does not come within the ken of some commercial traveler. Salesmen

are our national vigilantes. Day and night they are on the trail in the discharge of their duties, and they will serve the Government just as faithfully as they do their employers and customers.

And then there is that offer of President Wise, of the United Cigar Stores Company, to let the Army and Navy Departments use his stores as recruiting stations. Here a ready-made enlistment machine, with centrally located branches in all large cities, is offered to Uncle Sam, all ready for instant action, and how remote the proposed service is from the regular work of the organization!

Secretary Howe, of the National Retail Dry Goods Association, wired Washington the other day saying that he thought the merchants of the country would gladly sell Government bonds across their counters with other merchandise. This is another plan that could be put in operation easily. And thus might many other similar incidents be spread on the records. One thing that the war is sure to do is to demonstrate the resourcefulness of our business institutions.

NATIONAL OPPORTUNITY FOR EXTRA CAPABLE MAN WITH $25,000 CASH

If qualified as follows:

He must be keenly interested in advertising and publishing business; must be skilled office executive, able correspondent, good at detail; scrupulously honest; hard worker. To such a man I offer share in permanent national business with endless substantial profit possibilities. Product has such a growing demand I cannot properly supply it without the aggressive co-operation of man so qualified. Don't answer this unless you measure up to it fully. Communications ignored unless full statement of qualifications and credentials are given. Address **National P. O. Box 718, New York City.**

PAUL BROWN
COMMERCIAL ARTIST
16th FLOOR
TIMES BLDG
NEW YORK
TELEPHONE
BRYANT 7057



BOOKLETS

turned out by printers cost more than necessary, due to lack of standard methods of manufacture.

Backed with 46 years' printing experience and own large printing plant, we are devoting resources and knowledge to standardization of envelope booklets, which gives better product, quicker delivery and lower cost.

Every business can use booklets profitably and thousands of dollars can be saved by using Dando Standard (made) envelope Booklets.

Write us on your business letter-head for sample (Standard No. 8) booklet: "Money Saved Is Money Made" which interestingly describes the advantages and economies Standard (made) Booklets provide. If you have a booklet or catalog send one with your letter.

THE DANDO COMPANY
Dando Building
PHILADELPHIA, PA.

SALES MANAGER WANTED

He must be

A RESULT GETTER

HIGH CALIBRE—a broad-gauge man

ALIVE—a possessor of NEW marketing schemes

FORESIGHTED—a man who works to a prearranged schedule

EXECUTIVE—qualified to supervise a large, enthusiastic selling force; also district offices.

KNOWN—in the electrical profession

The product is internationally famed and the sales several million dollars annually.

The salary will be all that the foregoing implies.

Address D. H., Box 270, Printers' Ink.

The WIRELESS AGE

reaches EXPERIMENTERS, amateur and expert, in a great, new ELECTRICAL FIELD.

$2.00 per annum

SEND FOR SAMPLE AND RATES

42 Broad St. New York

Follow the lead of the World's greatest advertisers—

POPULARIZE YOUR TRADE MARK



Send illustration for quotations—

Our booklet, *Successful Advertising Ideas* —FREE.

The Old King Cole Papier Mache Co.
Canton, O.

We reproduce this familiar Trade Mark

GUMMED LABELS

FOR *Your Parcel Post and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

McCOURT GUMMED LABELS IN PERFORATED ROLLS

Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue

McCOURT LABEL CABINET CO.
H. H. BLACK, Pres.
53 Bennett St., Bradford, Pa.

From a Little Sprout to **Two Large Plants**

The success we enjoy has not.... been immediate, but has required years of close application and earnest effort and like all things so evolved it is permanent and solidly founded.....

The Sterling Engraving Co'y

200 WILLIAM ST. BEEKMAN 2900 — NEW YORK — 101ST AV. & 36TH ST. GREELEY 3900

Make It Plain to Everybody

"THE MODERN HOSPITAL"
ST. LOUIS, April 6, 1917.

Editor of PRINTERS' INK:

In PRINTERS' INK this week is a letter from C. L. Grigg which brings up a point in connection with the Ad Clubs' Convention slogan, "Advertising Lowers the Cost of Distribution," and which I think deserves serious consideration upon the part of the programme committee of the coming convention.

We advertising men know what distribution is and what advertising does to it, but are we taking up this subject for our own interest or for the interest of the public who vote and who indirectly make the laws legislating against the high cost of living?

If we are going to discuss advertising and its relation to distribution for the purpose of setting the public straight, let us eliminate all high-falutin names, and tell the public what we really want to tell them, and that is, "Advertising Lowers the Cost of Living." People know what the cost of living is. They don't, as a rule, know the meaning of the word distribution as we use it. Let's practice advertising principles and tell them so they'll understand it.

RAY BECKER,
Advertising Dept.

Jewelers Raise $50,000 for Advertising

The Associated Jewelers of America announce that $50,000 has been subscribed to the fund which they are raising among the manufacturers, jobbers, and retailers for the purpose of carrying on a paid advertising campaign to advance the interests of the jewelry business. Among the organizations that have already approved of the plan and are engaged in raising money to carry it on are the New England Jewelers' and Silversmiths' Association, the National Jewelers' Board of Trade, the National Wholesale Jewelers' Association, the National Retail Jewelers' Association, the Kansas, Nebraska, Indiana, Illinois and Pacific Coast State associations, the manufacturers and retail jewelers' associations of St. Louis, Kansas City, New York, Cincinnati and Chicago. It is expected that $100,000 will be contributed before July 1st.

BOOKLETS and CATALOGS

Many of America's prominent advertisers, advertising agencies and others requiring high class work use

CHARLES FRANCIS PRESS
461 Eighth Avenue, New York City
Printers of "PRINTERS' INK"

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, etc., required by the Act of Congress of August 24, 1912, of PRINTERS' INK, published weekly at New York, N. Y., for April 1, 1917.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.:

Before me, a Registered Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of PRINTERS' INK, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Printers' Ink Publishing Co., 185 Madison Ave., N. Y.; Editor, John Irving Romer, 185 Madison Ave., N. Y.; Managing Editor, Lynn G. Wright, 185 Madison Ave., N. Y.; Business Manager, J. M. Hopkins, 185 Madison Ave., N. Y.

2. That the owners are: Printers' Ink Publishing Co., 185 Madison Ave., N. Y.; John Irving Romer, 185 Madison Ave., N. Y.; Richard W. Lawrence, 185 Madison Ave., N. Y.; J. M. Hopkins, 185 Madison Ave., N. Y.

3. That the known bondholder, mortgagee, and other security holder owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities is: Mrs. George P. Rowell, 10 Spruce St., N. Y.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 31st day of March, 1917.

CHARLES C. LINK,
[SEAL] Notary Public.

Notary Public, Kings County, No. 99.
Certificate Filed in New York County, No. 3.
Kings County Register, No. 9004.
New York County Register, No. 9027.
My commission expires March 30, 1919.

DAYLIGHT MOVING PICTURES IN STORE WINDOWS

There is no reader of PRINTERS' INK who is not vitally concerned in moving pictures as a dealer's help; but that is not enough—you ought to see them with your own eyes.

Our Sales Manager is making a coast-to-coast trip. He will stop off in your city if you will request him so to do and demonstrate what we sincerely believe to be the only perfect automatic daylight motion picture projection machine ever built for store window work.

It is probably the most sensational announcement ever made by moving picture experts.

But we mean precisely what the words imply—and only ask that you reserve final judgment until you have seen an exhibition of our Automatic Self Rewinding Daylight Moving Picture Window Machine with your own eyes.

Our Sales Manager will have with him a complete outfit—set it up in your own office on your desk, providing you will write or wire that you are sufficiently interested to see our product.

This machine can be used in any of the other fields that a standard moving picture machine is now utilized for.

He starts within a fortnight.

Automatic Motion Picture Machine Corp.
220 West 42nd Street, New York City

CLIMAX
SQUARE-TOP
PAPER CLIPS
PATENTED DEC. 12, 1916

Highest in QUALITY, Lowest in PRICE.
Packed 10.000 to box

10 M	.....	**15c Per M**
50 M	.....	**10c " "**
100 M	.....	**8½c " "**
500 M	.....	**8c " "**
1000 M	.....	**7½c " "**

Packed 1000 to box, 2c per M extra.
BUFFALO AUTOMATIC MFG. CO.
457 Washington St., Buffalo, N.Y.

The average Smith College woman spends $765 annually. Over half have their own bank accounts.
We can help you sell to college women at college and in town.
CSAA
Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York Phone 1429 Murray Hill

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

HELP WANTED

Ad. Writer wanted by an advertising agency; must have ability to analyze and create original ideas; experience essential; give full details in confidence. Box 941, care Printers' Ink.

Advertising representative wanted for high-grade publication. Good proposition for experienced man. Liberal commission. Exclusive territory if satisfactory. Box 944, care Printers' Ink.

Wanted—Young man with some publishing experience for make-up department of large magazine. Must understand copy, layouts and handling mechanical detail. Box 945, care Printers' Ink.

Advertising copy writer for fast-growing Detroit advertising agency. Must be under 30, of good habits and experienced in magazine copy work. Salary $150 to $250 per month, depending on ability. Send samples of work with application. Address Box 931, care Printers' Ink.

WANTED

Copy and layout man who can prepare advertising and circular matter for a farm paper. One who can write and construct copy with a "punch," has ideas as to value of illustrations, knows something about merchandising and research work. Apply to Box 938, care Printers' Ink.

PRINTING SALESMAN wanted by firm able to do $125,000 business yearly. Good equipment to handle catalogs, books, jobs, publication and export literature. Steady direct-by-mail advertising done by firm to prepare field for salesman. Must be able to secure no less than $2000 monthly business. Salary and commission. State age and reference. Box 930, Printers' Ink.

Advertising Writer

Technical paper requires a good copy writer who possesses a leaning toward salesmanship—that is, a young man with ambition to become more than a copy writer merely. A fine opening is available for such a man. He would have charge of the copy service work, but would be given an opportunity to work into the selling end of the business. Answer Box 932, care Printers' Ink.

Capable Chicago advertising representative wanted on commission basis by New York class publication of thirty-eight years' standing. Address No. 950, care Printers' Ink.

Printing Superintendent wanted. Must be thoroughly experienced in magazine, catalogue and job work, and know good printing and how to get results. Knowledge of press work, make-up and estimating absolutely essential. An exceptional opportunity for a really practical man. Apply by letter only, giving experience, references and salary expected. The Pictorial Review Company, 216-226 West 39th Street, New York City.

Wanted—Capable young advertising man between 25 and 30 years of age who has all the earmarks of a comer and who can prove, within a year's time, that he is big enough to swing the job of advertising manager alone. The man we want is now in charge of some small but live advertising department, or he is an assistant to some big advertising man and wants a chance to grow. Must be a good copy-writer and have some ideas about layouts. Prefer a man who has specialized in direct advertising. This opportunity is as big as the successful applicant can make it. Starting salary $3,000 a year. More when you can prove you are worth it. Write fully, giving experiences and references. Submit samples, photograph and prove by your letter that you are the man we want. Address "Middle West," Box 951, care Printers' Ink.

Somewhere

there is a young man with vision enough to recognize an opportunity and ability enough to capitalize on it.

In New York City

there is a class magazine of national prestige which offers that opportunity and wants to meet the man who can make the most of it. Experience is secondary to adaptability and the absolute determination to make good. He probably will be asked to sell classified advertising at first. After that he will be placed where he is most valuable to this organization—that is, where he himself will be happiest and can therefore do his best work. The opportunity is here without question. Are you the man? Address Box 940, care Printers' Ink.

MISCELLANEOUS

PRINTERS' INK—"OLD" Also N. Y. City papers. Schwerm-Mandel; 450-4th Av., N.Y.

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel. Cort. 4968.

HOUSE ORGAN LIST—MOST COMPLETE EVER PRINTED. Prepaid, 30 cents. "Postage," the Magazine of Direct Mail Advertising, Haverhill, Mass.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

Paper cutter, power, for 36-inch or 52-inch widths; will also consider other sizes. State full particulars and advise if machine may be seen in operation. P. O. Box 48, Station G, Brooklyn, N. Y.

"Very useful to anyone advertising in

CANADIAN Publications"

say Procter & Collier Co.

referring to LYDIATT'S BOOK, "What's What in Canadian Advertising." Relied on by hundreds U. S. agencies and advertisers for rates, dependable circulation and complete marketing data. New 1917 edition just out, 350 pages, leather-bound, pocket size, $2, postpaid. Not an agency directory—entirely independent. Fourth year.

W. A. LYDIATT, Pub., 53 Yonge St., Toronto

POSITIONS WANTED

Treasurer of agency wishes to connect with larger organization or one with broader possibilities. Experienced accountant and general manager. Box 933, care Printers' Ink.

Young man, 24, six years' agency experience, practical knowledge of general details, also printing, engraving, typography, etc., desires position with agency or advertiser. Box 946, care P. I.

Fashion Artist, New York

Newspaper and magazine fashion illustrations. Full or part time. Young lady. Box 943, care Printers' Ink.

ADVERTISING COMPOSING EXPERT
LOOKING FOR GREATER OPPORTUNITY

A printer for 12 years—graduated from actual composition to foreman and printing supervisor of a large organization.

A master printer—a man who can make layout and type tell the copywriter's story. The company that employs me must present an opportunity above the average. Address Printers' Ink, Box 936.

Energetic young married man, 34, desires connection in advertising field. College graduate. At present engaged in industrial educational work. Considerable experience writing and preparing copy. Address Box 934, care P. I.

Secretary, stenographer; experienced in advertising and publishing; capable handling correspondence without dictation; compiling mailing lists; follow-up systems; supervising clerks. Box 939.

Copy Writer for Agency
Advertising Manager or Assistant

Broad agency experience, especially in agricultural accounts. Fast and versatile. Want place with good present and bigger future. Age 32. Go anywhere. Box 949, care Printers' Ink.

ADVERTISING ASSISTANT

Just a beginner with a theoretical training received at New York University. Typist and stenographer. Want to start in agency with small salary and grow. Age 21. Really want to learn the business and stick. Box 948, care Printers' Ink.

GOOD ALL AROUND ADVERTISING MAN

College graduate, 5 years' experience, energetic salesman, strong copy-writer, thoroughly acquainted with engraving and printing, is contemplating a change. Box 942, care Printers' Ink.

NEW YORK CITY ADVERTISING AGENCIES!

What agency wants youth, energy, ambition PLUS the conviction (learned by six months' soliciting) that I am strongest as a copywriter? Two years at Harvard University.

A PROSPECT TO TEACH—A SERVICE DEPARTMENT HEAD IN EMBRYO.

Pep—Box 935, care Printers' Ink.

FOOD PRODUCTS

A live broker located in San Francisco and covering the State of California wants accounts of aggressive and important manufacturers of FOOD PRODUCTS. Highest Commercial References. Box 947, care of Printers' Ink.

Somewhere

a manufacturer, agency or publisher needs a man trained in retail selling and management, with mature agency experience in preparing display ads, booklets, letters, details, plans, ideas. To such I offer keen intellect, wide education, ability to handle subordinates, loyalty, versatility, remarkably successful record. Am 35, married, held five jobs in 17 years. Have resigned as head copy-plan department large Southern agency to find, in Northern field, connection big enough to profit by services of $5,000 man. Box 937, care Printers' Ink.

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Henry B. Joy – Intense Patriot

Chairman of the Board of the

Packard Motor Car Co. Detroit Mich.

wrote the following advertisement one morning last week and paid for its insertion in twenty of the leading American newspapers.

It is a striking testimonial not only to Mr. Henry B. Joy's altruism and lofty patriotism, but also to Scribner's Magazine.

YOU AMERICAN

OPEN YOUR EYES

AND READ THE FIRST

PUBLISHED STATEMENT BY A

HIGH GOVERNMENT CIVILIAN OFFICIAL

FRANKLIN D. ROOSEVELT

ASST SEC'Y OF THE NAVY

ABOUT UNPREPARED AMERICA AND

PLACING THE BLAME ON YOU

WHERE IT BELONGS!

ENTITLED

"ON YOUR OWN HEADS"

IN THE

APRIL SCRIBNERS MAGAZINE

HENRY B. JOY

DETROIT

dvertise in The Tribune. Subscribe for The Tribun

Tenth Government Statement

with previous statements of circulation

	Daily (Exclusive of Sunday)	Sunday (Only)
Six months ending March 31, 1917	**395,442**	**645,612**

Below appear the ten Government statements of circulation of The Chicago Tribune. Note that there is an unbroken record of increases:

Period Covered	Daily (Exclusive of Sunday)	Sunday (Only)
Six months ending Sept. 30, 1912	220,500	304,325
Six months ending Mar. 31, 1913	245,449	363,119
Six months ending Sept. 30, 1913	253,212	366,918
Six months ending Mar. 31, 1914	261,278	406,556
Six months ending Sept. 30, 1914	303,316	459,728
Six months ending Mar. 31, 1915	326,897	534,848
Six months ending Sept. 30, 1915	354,520	558,396
Six months ending Mar. 31, 1916	359,651	585,934
Six months ending Sept. 30, 1916	392,483	619,023
Six months ending Mar. 31, 1917	395,442	645,612

Advertising Statistics

For the first quarter of 1917 The Chicago Tribune printed **13,346.38** columns of advertising, a gain of **920.51** columns over the corresponding period last year, which was the biggest previous year in its history.

The Chicago Tribune's volume of advertising for this period was greater than the **combined** volume of the other Chicago morning and Sunday papers; **29%** greater than that of the first evening paper and greater than the **combined** volume of the three remaining evening papers.

The Chicago Tribune's gain for this period was greater than the gain of any other Chicago newspaper.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)